SEPTEMBER 27, 1948 PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

DEPT. LIBRARY
SEP 27 1948
DETROIT

WOR TOPS ALL OTHER STATIONS IN NEWS LISTENING

Independent New York survey gives advertisers positive proof; WOR has the listeners to buy their products

To advertisers contemplating a news program to sell their wares — a fistful of facts is worth a ton of fancy claims. The facts that prove WOR the undisputed favorite for news-listening. In an independent survey, WOR placed first (with a tidy 27.2% of the total); piled up a preference with listeners almost equal to that of the next two major station news audiences combined. Another morsel for advertisers to munch on, that came out of the survey, was this: women listen to newscasts as avidly as men!

WHO WAS ASKED?

2,000 people. 1,000 men and 1,000 women in the 10-county metropolitan New York area.

QUESTION #1:

"What radio station do you prefer for news broadcasts?"

ANSWERS:

Station	*% of Total*
WOR	27.2
X	15.7
Y	12.4
Z	10.3
A	8.8

The rest filtered down from 3.9 and 11.1% had no preference.

MORAL: The advertiser who pins down one of WOR's famous news programs for his product reaches a vast audience. For now it has been proved that *more people listen to WOR for news than to any other station.* Add to this the fact that WOR has the largest single-station audience in America; 36,000,000 people in 18 states. Gentlemen, why let the other fellow get all that business? Phone LOngacre 4-8000 and ask for Sales today.

WOR

— heard by the most people where the most people are

See Further Details On Page 41

mutual

"They sure are strong for WLS in this section"

. . . John Vissering, Jr.

Department Store Owner
Minonk, Illinois

THE Vissering Mercantile Company in Minonk, Illinois, 39 miles northeast of Peoria, is the largest retail establishment in Woodford County. Three floors of electrical appliances, home furnishings, textiles, meats and food products attract customers from El Paso, Eureka, Roanoke and all the prosperous little towns surrounding Minonk.

Herman Vissering, who with his brother, John, and sister, Mrs. Viola Beckman, operates Vissering Mercantile Company, says, "WLS is especially popular among farm people, and over 60 per cent of our business comes from farm families. I guess WLS is the most popular station in Woodford County."

The Visserings know the radio tastes of their customers for they were all born and raised in Minonk. Their father founded the store in 1890, turned it over to them 14 years ago. John Jr. now heads the meat and grocery section; Herman has charge of the dry goods, appliances and furnishings; Viola is the chief bookkeeper and runs the office.

Minonk, population 1,897, like many another small Midwest town, knows WLS well; has played host to WLS Barn Dance talent, depends largely on WLS for its news, markets, weather reports, and entertainment fare. WLS has the highest BMB in Woodford County: 87 per cent day, 90 per cent night. The county population of 19,124 is entirely rural. Retail sales in 1946 totaled over 12 million dollars . . . effective buying income almost 20½ million dollars!

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market . . . loyal listeners . . . programming that *serves* the community—*that's why WLS gets results!*

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
GLENN SNYDER *Manager*

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

BRING YOUR FIGURES Up-to-Date

March 1, 1946

Sept. 1, 1948

COVERAGE

As of today Intermountain Network delivers 406,200 radio homes — twice as many as in the old days of BMB Study No. 1, 1946. Here's why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations — a 58% increase in stations in two short years!

New Stations

KMON Great Falls — Montana's most powerful station — 5000 W 560 KC.

KBMY Billings, Montana — located in state's second most populous county.

KEYY Pocatello, Idaho — second largest city in state.

KVMV Twin Falls, Idaho — fourth county in state.

KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.

KSVC Richfield, Utah — Heart of Utah farm —1000 W 690 KC.

KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

Greater Power

KOVO *from* 250W 1240 KC *to* 1000W 960 KC
KVNU *from* 250W 1230 KC *to* 1000W 610 KC
KFXD *from* 250W 1230 KC *to* 1000W 580 KC
KVRS *from* 250W 1400 KC *to* 1000W 1360 KC
KWYO *from* 250W 1400 KC *to* 1000W 1410 KC
KPOW *from* 250W 1230 KC *to* 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

LISTENING

In 1946 advertisers had no data on audience size for the Intermountain West.

Today the Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities Winter, 1947

Time and Day	Sets In Use	Intermountain* Network	Share of Audience A† Network	B‡ Network	C§ Network	All Others
8 a.m. to 12 noon Mon. thru Fri.	22.2	**36.0**	17.1	18.9	25.2	2.8
12 Noon to 6 p.m. Mon. thru Fri.	25.0	**40.4**	11.6	10.4	31.6	6.0
6 p.m. to 10 p.m. Sun. thru Sat.	37.0	**24.5**	10.8	23.1	39.0	2.6

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

†Comprised of 15 A network stations. ‡Comprised of 10 B network stations. §Comprised of 15 C network stations.

Have a "new look" in your advertising. Bring your figures up-to-date.

THE INTERMOUNTAIN MUTUAL NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

NBC for first time will sell election returns Nov. 2, making it unanimous on four networks. Understood three out of six clients Tuesday night have tentatively agreed to sponsor, that one (Lever Bros.) has rejected and two are undecided. If all don't switch, chances are entire evening schedule will go to Time-Life-Fortune or Kaiser-Frazer.

ONE OF LEVER BROS. divisions may buy first half of Kay Kyser daytime half-hour show, five-weekly on ABC. Pillsbury Flour will sponsor latter quarter-hour five-weekly.

WNYC NEW YORK, city-operated station, understood to be planning to launch video sister station. Since all New York television channels are occupied, it would apparently be run on non-commercial experimental basis.

TECHNICAL surprise at FM Assn. meeting in Chicago will be revelation of brand new transmitter modulation method. Startling claims for economy and foolproof operation will be made, judging by advance trickle of information from REL's inner circle.

NBC and CBS will find themselves in holiday programming competition on Thanksgiving and Christmas. Elgin Watch Co. has switched its all-day sponsorship of two holidays from CBS to NBC. Now CBS has aligned Wrigley for similar sponsorship of similar program format.

LOOK for new long-term FCC hearing calendar within about one month. It's in works now, will set hearing dates for applications already designated for hearing but not yet heard, will probably cover at least six-month period.

QUIET CALL for Industry Music Committee huddle in New York Oct. 7 to go out soon. Joint group to focus on proposed trusteeship plan for outlawed musicians welfare fund built on fees from transcriptions and records.

CURRENT official thinking on that expected "freeze" on TV applications: Keep *status quo* at least to about mid-January (possibly longer); meanwhile, few grants or none at all, probably no hearings or decisions on hearings already held, but presumably no stay of construction already authorized (related TV story, page 21).

NEXT major station-newspaper cooperative tieup on West Coast expected to be between KOMO, Seattle, 50,000 watter and Hearst's Seattle *Post-Intelligencer*.

WATCH for singing spot campaign for new product, Genii Home Permanent Wave, to begin some time next month. Tentative plan is to include about five stations blanketing Northwest, first on test basis, then to expand

(*Continued on page 90*)

Upcoming

Sept. 27-29: Town Meeting of Radio Technicians, Hotel Astor, N. Y.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 28: FCC hearing, rates for intercity TV facilities, FCC headquarters, Washington.

Sept. 28-29: AWB District 10 meeting, President Hotel, Kansas City.

Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast Convention, Hotel Biltmore, Los Angeles.

Oct. 1-3: AWB District 2 Meeting, Sheraton Hotel, Rochester, N. Y.

(Other Upcomings on Page 60)

Bulletin

HIGHEST sponsor identification and highest telerating in New York in C. E. Hooper Inc. September survey scored by *Texaco Star Theatre* on WNBT New York, NBC video station, Tuesdays 8-9 p.m., sponsored by Texas Co. through Kudner Agency. Sponsor identification was 95.5 and telerating 54.5. Television had 11.3% of July-August evening audience in New York area. Figures significant since video homes only 7% of radio families. Sets-in-use summer score: TV 37.3 &; sound 20.3%.

Business Briefly

CBS RENEWALS ● Chesebrough Mfg. Co. (vaseline hair tonic, petroleum jelly), N.Y. renews *Dr. Christian*, Wed. 8:30-9 p.m. and Whitehall Pharmacal Co. (Kolynos tooth paste and powder, Anacin), *Mr. Keen, Tracer of Lost Persons*, Thurs., 8:30-9 p.m., both on CBS. Latter renewal effective Oct. 21. Agencies are McCann-Erickson, and Dancer-Fitzgerald-Sample, N. Y., respectively.

ABC CO-OP SALES UP ● ABC co-op sales up 18½% over a year ago, with 184 new co-op sponsors signed since Aug. 1. Network now has 725 advertisers for co-op programs in all parts of nation.

TV CAN CARRY SERIES, FM NON-AFFILIATE CAN'T—MBS

MBS answered "No" to FCC inquiry whether network would permit World Series broadcasts over non-affiliated Rocky Mount, N. C., FM station [CLOSED CIRCUIT, Sept. 20]. Inquiry was sparked by FM Assn. Robert D. Swezey, Mutual vice president and general manager, said MBS AM and FM affiliates in Wilson, N. C., adequately serve Rocky Mount.

Mutual and Gillette Safety Razor Co., owners of series rights, announced all TV stations that can arrange facilities will be given chance to carry games. Robert F. Jamieson, WABD New York manager of operations, is coordinator of TV pool organized to handle series. Participating networks will be DuMont, ABC, CBS and NBC.

WHAS Sale to Avco Near Completion

NEGOTIATIONS for purchase of 50-kw WHAS Louisville, pioneer station, by Avco's Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) are underway and will resume this week, it was revealed Friday. Tentative sales price understood to be in neighborhood of $2,000,000 stripped.

Sale would include FM, TV and facsimile interests as well as Class 1-A clear-channel WHAS, all owned by Bingham family, which also owns *Courier Journal* and *Louisville Times*. Transfer subject to approval of FCC and to FCC's Avco Rule—open bidding procedure developed by Commission when Crosley interests were acquired by Aviation Corp. in 1945.

Negotiation conducted by Crosley President James D. Shouse; Mark Ethridge, publisher and general manager of *Journal* and *Times* and vice president and general manager of WHAS Inc., licensee firm; and Lisle Baker Jr., vice president and treasurer of both radio and newspaper operations. Barry Bingham is president of both WHAS Inc. and publishing company, and Victor A. Sholis is director of WHAS.

Mr. Ethridge told BROADCASTING, "We often get offers. Mr. Shouse made us one and we decided to look into it."

Final price will depend on legal negotiations based on advance of funds by WHAS to newspaper for new building, slated for occupancy by both radio and newspaper operations late this year.

Crosley Broadcasting, subsidiary of Avco, operates WLWT (TV) Cincinnati and has TV grants for Columbus and Dayton, in addition to 50-kw WLW and WINS, and WLWA (FM) Cincinnati.

There is some overlap of primary coverage areas of WHAS and WLW, but on previous occasions FCC has approved common ownership with even greater duplication of service. WHAS is CBS affiliate on 840 kc. WLW is NBC affiliate on 700 kc 1-A clear channel and is only U. S. station ever to operate with 500 kw.

WHAS began operations July 18, 1922, with 500-w power. Subsequent increases boosted it to 50 kw in December 1933. Accenting rural service, station has established "listening centers" in remote areas, starting in 1937 in cooperation with U. of Louisville. WHAS was one of initiators of long-pending clear-chanel hearing through its application for 750 kw.

Negotiations for WHAS were reported to Avco executive conference still in session Friday at French Lick, Ind.

OUTSTANDING

in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

STEINMAN STATIONS

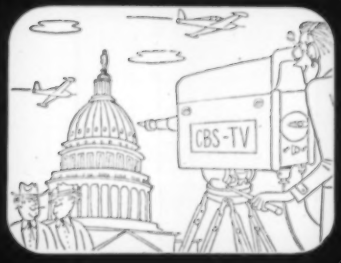
NBC AFFILIATES

Represented by **ROBERT MEEKER ASSOCIATES**

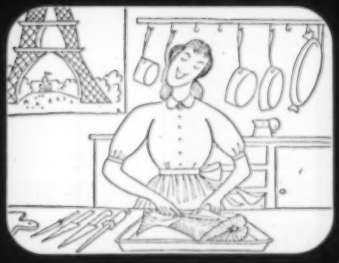
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

"TOAST OF THE TOWN," only three months old, has the largest audience in all television today, with an average quarter-hour rating of 35 and a high of 37.

CBS-TV NEWS has the largest audience for any regular news program in television, and the largest audience in its time-period, with a rating of 12.4.

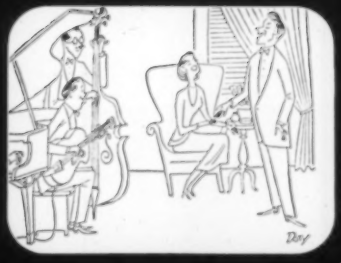


"TO THE QUEEN'S TASTE" has the largest audience of any cooking show in television, and the largest audience in its time-period, with a rating of 15.5.



"PLACES, PLEASE!" has the largest audience for any "strip" variety show in television, and the largest audience in its time-period, with a rating of 14.6.

"FACE THE MUSIC" now has the second largest audience in its time-period, with a rating of 11.0 (a 25% gain over its July rating).



ST

IN AUDIENCE

One fact emerges as Television continues to gain momentum:

CBS-TV is pulling ahead of the entire field in audience preference.

This leadership is evidenced not only by the biggest-audience show in *all* Television today (it's on CBS-TV)... not only by the biggest News show in Television (it's on CBS-TV)... not only by the best "cooking" show in Television (it's also on CBS-TV)... but by programs of many other types as well, as you can see from the audience figures* on the opposite page.

The consistent audience-winning power of the CBS-TV schedule is measured by the fact that:

> **WCBS-TV leads *all* other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8 and 11 p.m.—27% ahead of the second station!**

CBS' skill and zest in programming... long-acknowledged "tops" in Radio ... is now setting the pace in Television too, to the satisfaction of audience and advertisers and critics alike.

**Latest Pulse rating report (August, 1948)*

CBS-TV

—first in audience!

DON'T BE MISLED!

According To The Latest Available Audience Surveys, 1948 Figures, Not 1947
WROL IS YOUR BEST BUY IN KNOXVILLE

- **Proof of Greater Coverage**

WROL with 5,000 watts at 620 kilocycles, gives you greater coverage than any other Knoxville station. WROL's 0.5 MV/M signal covers greater area according to the calculated values of Harold B. Rothrock, consulting radio engineer, Washington, D. C.

- **Proof of Greater Audience**

Based on the only complete quarter-hour breakdown of Knoxville listening published since February, 1948, "The Knoxville Radio Research Study", sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor and Dr. E. E. Garrision, Associate Professor of Marketing, College of Business Administration, University of Tennessee, covering the months of April, May and June, 1948, with a total of 43,200 coincidental telephone calls.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
7 AM-7 PM Mon.-Fri.	37.5	30.7	17.9	7.3	6.3

- **Proof of Lower Cost**

The cost of Knoxville listening is approximated by assuming 100% listening and 40,000 radio homes in Knox County and using the single time 15 minutes published card rate. Relative costs are correct for any percentage of listening.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
Homes Per Dollar Cost	750	490	480	225	148

WROL Invites Any FACTS Contrary to the Above Statements

John Blair & Co., National Reps.

Harry Cummings, Jacksonville, Fla. Southeastern Rep.

WROL

620 KILOCYCLES
5,000 WATTS

East Tennessee's Greatest Coverage

NBC FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

Agencies

ROGER PRYOR, head of television production for Foote, Cone & Belding, New York, has been appointed television director of New York office of agency.

JOHN K. MORTLAND, former vice president of Campbell-Mithun, Inc., Minneapolis, joined Olmsted & Foley, Minneapolis, as associate partner.

WILLIAM SLOAN, former KNX Hollywood staff producer, joined Roy S. Durstine, Los Angeles as head of radio and television. Coincident with this development, Mr. Sloan became the father of a boy, David, September 11.

Mr. Austrian

GLENN WIGGINS, account executive with Kenyon & Eckhardt, New York, appointed a vice president of K & E.

ERWIN THEOBALD, former advertising manager of AMORC (The Rosicrucian Order), joined Benet Hanau & Assoc., San Jose, Calif.

RALPH B. AUSTRIAN resigned as vice president in charge of television for Foote, Cone & Belding, New York.

J. J. HARTIGAN and J. H. NEEBE elected directors of Campbell-Ewald, Chicago, with L. R. NELSON, R F. FIELD and W. H. CASE promoted to senior vice presidents. COLIN CAMPBELL is new vice president.

JAMES E. DUNCAN, former member of Cooperative Advertising Department of Packard Motor Car Co., Detroit, joins media department of Young and Rubicam, Chicago.

HARRY SEGAL, former sales manager of Advertising Corp. of America, New York, elected executive vice president of corporation.

IRA ALAN GOFF, formerly of Scott and Williams Inc., New York, appointed account executive and director of radio and television of Rodgers and Brown Advertising Co. Inc., New York.

HOWARD WEBB, formerly associated with Foote, Cone & Belding, New York, joined media department of Kastor, Farrell, Chesley & Clifford, Inc., New York.

S. A. RUTLAND, operating an advertising agency under his own name for the past few years at Toronto, has formed Rutland, Gilchrist and Clem Ltd., Toronto, with offices at 26 Queen St. East.

DON BELDING, chairman of board of Foote, Cone & Belding, with headquarters in Los Angeles, and Mrs. Belding leave October 6 for month's visit to Europe.

ROBERT WHEELER, art director for Young & Rubicam Inc., Hollywood, was one of three winners of UN Poster contest given by American Assn. for United Nations. Poster has been entered in International UN poster contest being held in Paris October 15.

PHILLIP R. WARNER, associated with Bermingham, Castleman & Pierce Inc., since 1938, has joined Needham & Grohmann Inc., New York, as vice president and account executive.

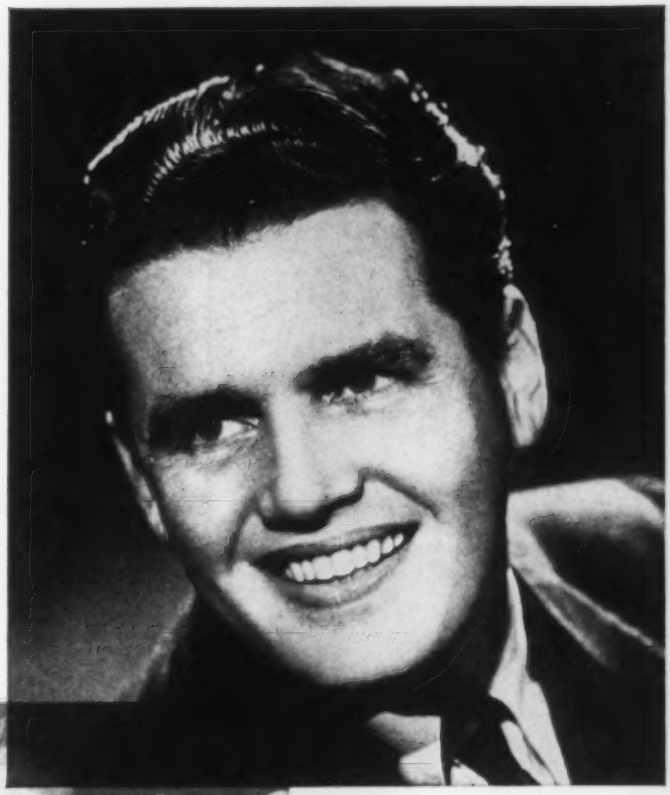
BOB McANDREWS, Young & Rubicam, Inc., Hollywod promotion director, has been named publicity chairman for Advertising Assn. of the West.

WILLIAM JENSEN, former vice president of Walter Weir Agency, New York, joins William H. Weintraub & Co., New York, in an executive capacity. He will specialize in marketing and sales analysis.

PETER LANGHOFF, research director for Young & Rubicam Inc., New York, will address Pacific Council convention of AAAA at Lake Arrowhead, Calif., October 12.

ATHERTON & Co., Los Angeles, moved to new offices at 8455 Melrose Place.

T. C. MAGUIRE, formerly with All-Canada Radio Facilities, Montreal, appointed radio director of Erwin Wasey of Canada Ltd., Montreal.



JACK SMITH, *star of the P&G-Oxydol show, heard Monday thru Friday on WMT*

CBS STARS

ARE ALWAYS SHINING

OVER *EASTERN IOWA*

VIA **WMT**

The Smith A Mighty Man Is He— and he's heard on WMT

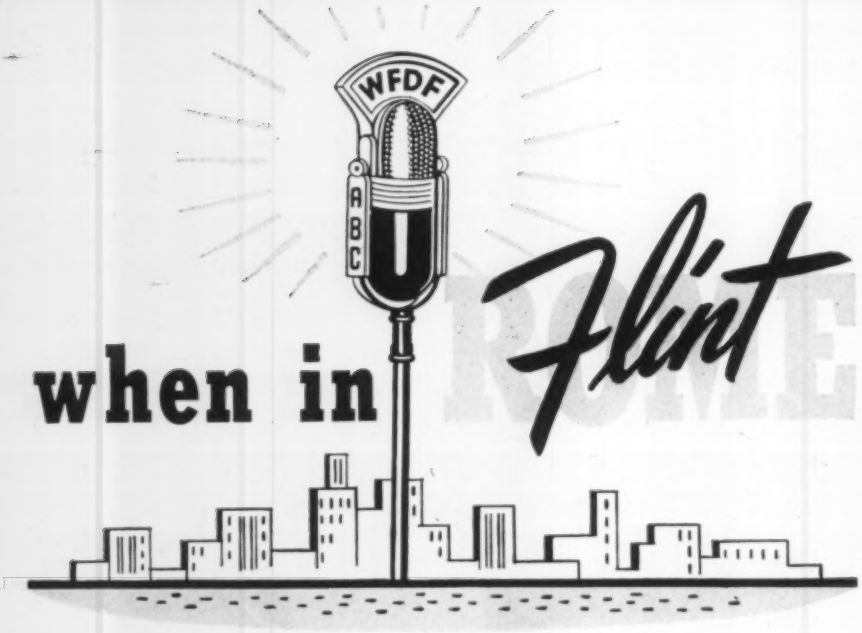
Unlike the crooners who moo indigo, six-footer Jack Smith bounces along his happy, rhythmic way. He adds "that Oxydol sparkle" to WMT's nightly programming —and thereby gives listeners another good reason for tuning in Eastern Iowa's exclusive CBS outlet.

When you've something to say—and something to sell— in Iowa, tell WMT's audience and watch results! The combination is unbeatable: prosperous farm and industrial market, solid coverage, and loyal listeners. Ask the Katz man for full details.

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network



do as 600 Local Advertisers do to get their share of

200,000,000 Retail Dollars

● The acid test of any medium's potency is local-advertiser opinion . . . and Flint's radio time buyers are WFDF's head cheer leaders!

More than 600 of them—anxious as you are to get their share of the $200,000,000 spent annually in Flint for retailed products—are keeping their prospects alive via Flint's favorite station.

Get the facts—get in Flint's profit picture, and get in *right* through WFDF. Approximately a quarter of a million customers are buying comforts, conveniences, necessities and entertainment in Flint—two hundred million dollars' worth a year.

910 Kilocycles

FLINT WFDF MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First Issue of the month: Comparative Network Program Sponsors Schedule
Second Issue: Network Boxscore; Public Interest
Third Issue: Trends Survey
Fourth Issue: Milestones
Each Issue: FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

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Estelle Markowitz.

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John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor,* Florence Small, Irving Marder, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEntral* 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HE*mpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

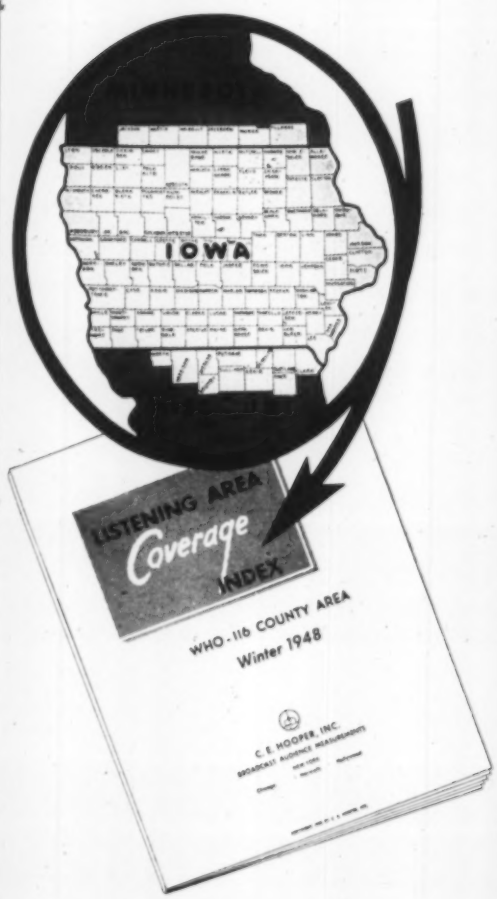
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

THIS NEW HOOPER REPORT GIVES STATION-PREFERENCES FOR

MORNING AFTERNOON NIGHT IN "IOWA PLUS!"



C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.

The findings again confirm the facts disclosed by many previous studies, including all ten of the famed annual Iowa Radio Audience Surveys.

Mornings*, WHO gets 30% of the preference votes, against 31% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 9%.

Afternoons*, WHO gets 27%, against 32% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 8%.

Evenings*, WHO gets 34%, against 30% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 11%.

Top-notch Programming and statewide Public Service mean *better values* for listener and advertiser alike. *Every buyer of radio time in Iowa will find the new Hooper intensely interesting.* Write today for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

The Swing is to WHB in Kansas City

TROUBLES, MISTER?

With sales problems, you don't need a sympathy chit—you need WHB!

Reach *and sell* the golden Kansas City Marketland at rock-bottom rates which include expert assistance in merchandising and promotion.

Powerful WHB dominates the incredibly wealthy Midwest, puts an end to advertising worries.

Send for complete coverage data and join other smart media men in the Swing to WHB!

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

New Business

LONGINES-WITTNAUR WATCH Co. Inc., next month begins sponsorship for sixth year of *Symphonette* program on KYW Philadelphia. Program is heard Sundays at 1:30 p.m. Agency: Victor A. Bennett, New York.

SALAD PRODUCTS Corp., Clinton, Iowa, Manufacturers of Lettuce Leaf, and Olive-Infused Salad and Cooking Oil, appointed Maxon Inc., New York, to handle its advertising. Maxon also handles advertising for parent company, Clinton Industries Inc., manufacturer of products from corn for home and industry, Snow Crop Marketers, and are producers and distributors of frozen foods and orange juice concentrate. Tyler Davis is account executive. Salad Products will use spot announcements in radio.

TRANSMIRRA PRODUCTS Corp., New York (television filters), has bought participations on Stan Shaw's *Record Rendezvous*, WPIX New York, 7:05-7:30 p.m., Thursdays. Firm plans to expand its video advertising in other cities in three or four weeks. Conti Adv., New York, is agency.

HOUSE OF OLD MOLINEAUX Inc., Boston (wines), starting radio campaign to promote Three Monks wines, using one minute spot radio commercials daily, and concentrated primarily in New England. Stations currently participating include: WBZ, WNAC and WHDH Boston; WBZA and WMAS Springfield; WHAI Greenfield; WORC Worcester; WBEC Pittsfield; WHAV Haverhill; WLLH Lowell and Lawrence all in Massachusetts; WEAN Providence, R. I.; WSKI Barre and Montpelier; and WSYB Rutland all in Vermont. Hirshon Garfield Inc., Boston, is agency.

AMERICAN HOME PRODUCTS, Jersey City (Kolynos Toothpaste), has bought quarter-hour of Monday, Wednesday and Friday *Small Fry* telecasts on WABD New York, starting (today) Sept. 27. Dancer-Fitzgerald-Sample, New York, is agency.

LINCO PRODUCTS DISTRIBUTING Co., Chicago, began *Linco Luncheon Party* (12:45 to 1 p.m. CST) on five-a-week schedule over WMAQ Chicago today for 52 weeks. Agency: Schwimmer and Scott, same city.

NORTHEAST LINCOLN-MERCURY, Inc., automobile dealers in Philadelphia, have purchased series of previews with football notables to be held prior to telecasts of pro Philadelphia Eagles football games over WFIL-TV Philadelphia. Philip Klein agency handled contract.

ALBERS MILLING Co., Los Angeles (cereals), Sept. 18 started test of half-hour audience-participation show *Fun To Be Young* on KNX Hollywood. Later program may be extended to other CBS wetsern stations. Present contract for 52 weeks. Agency: Erwin-Wasey & Co., Ltd., Los Angeles.

ELLENA BROS., Etiwanda, Calif. (Regina Wines) currently running spot campaign on San Diego stations, plans similar campaign on San Francisco and Los Angeles stations in near future. Agency: Edwards Kellogg Co., Los Angeles.

ARTHUR MURRAY Pacific Coast studios, Los Angeles, through Hunter Adv. (same city) running one weekly five minute sports roundup on ten basic Columbia Pacific Network stations, started September 18, contract is for 13 weeks.

HOFFRITZ FOR CUTLERY, New York firm operating five local retail gift and cutlery stores, names Morris F. Swaney agency, also New York, to handle its advertising. Company, which will use radio, plans modernization of all stores and expansion of outlets beyond metropolitan New York, Chicago office reported last week. W. Clemens Bentley, Swaney vice president, is account executive.

UTAH POWER AND LIGHT Co. starts 26-week half-hour musical program on KDYL Salt Lake City. Program, *Songs for Everyone*, aired Thursdays 7:30 p.m., marks return to musical program field for Power Co. for institutional advertising. Agency: Gillham Adv., same city.

PURE OIL Co., Chicago, sponsoring two-a-week schedule of chalk-talk

(*Continued on page 73*)

Three Beauties of the Deep South

1. "RIENZI", Thibodaux, Louisiana—gem of early plantation architecture, and rich in romantic history.

2. THOMSON MACHINERY COMPANY, Thibodaux, Louisiana. Industries in the Deep South produce a great diversity of products—utilize vast quantities of the South's own natural resources. This helps explain why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Telestatus

(REPORT 26)

AUDIENCE RESEARCH PLANNING

By ROBERT H. SALK
President, Audience Surveys

LET'S AGREE that the TV station operator of today (or tomorrow) has many problems — construction, equipment, personnel, programming, unions, selling policies, etc. They all add up to a lot of money and effort. Most of the station men I have talked with expect it to cost them about $300,000 to get on the air and somewhere around $200,000 a year to operate, subject to how much billing they get.

Maybe planning audience research now seems premature and adding unnecessarily to that big dollar investment. But it's going to take a lot of time selling, at prices much higher than AM; a lot of new programming work; and a lot of audience building to begin to make that investment pay off. On each count, researching the audience from the very outset will facilitate that final objective.

AS most of you don't have to be reminded, starting a TV station presents a far different picture than faced the broadcasters who 15 years or more ago began what today are some of our big profitable AM operations. Investment and operating cost are only two of the differences. Selling practices have changed since then, too.

Not so long ago the AM station had only to go on the air, get a few success stories and then punch until the business was written. No Hoopers, Conlans, Diaries, Nielsens and BMB to worry about. Today the AM station has to sell with all the good facts it can marshall. Timebuyers want and get them.

Mr. SALK

Television isn't going to have that first easy selling period once competition gets underway. The habit is formed and facts and figures will be demanded. Market and audience data will be at least as important as how many studios you have or how many engineers you employ.

Further, coverage differences will be relatively unimportant as a competitive factor in TV selling. With virtually equal coverage claims in the market, competitive TV stations will have to sell programming and audience far more than in AM.

It seems an inescapable conclusion that it's *not* too early to lay your audience research plans, to recognize that to your expenditure of $500,000 (or whatever it will be) some research budget should be added. Both in actual dollars and percentage-wise it will be a mere drop in the bucket. But it's a drop that will make a big splash in results. It will help you to know the likes and dislikes of your audience, enabling you to gear your programming to those likes with a minimum of waste effort and money. It will help you build the audience loyalty that is the only sure way to station success. It will provide you with the facts you need when you lay your availabilities in front of the timebuyer.

I don't think TV audience research has to be gilded and expensive. I believe that the TV operator who sets up now to keep abreast of the facts in his market will find he can do it easily and with a minimum investment. I believe that by keeping abreast of viewer's habits and reactions he will save the kind of money that goes fast when a big study has to begin from scratch and be done overnight.

Many competent researchers are available with facilities and counsel. Perhaps there is a researcher or some research-minded man on the payroll. Turn them loose on the problem.

It is with this thinking in mind that the following outline of some of the areas in TV audience research, together with available information on what has been done and how it can be done, is offered.

This outline in no way presumes to be complete. No one today can state definitely what areas of TV research will have to be investigated. The topics covered are those which today seem worth considering.

With the scattered research being done references to available studies cannot be complete. Many worthwhile but unpublicized studies may not be mentioned.

It is impossible to do more than suggest general methods for doing the indicated research. In most cases, the answers will have to be obtained by direct questioning of TV set owners. Some form of sampling will be necessary. Get hold of competent research counsel in laying out your sample and supervising the conduct of the study. Don't expose your studies to criticism on this score—it will undermine their value and hurt anything more you do.

SOME PROBLEMS OF TELEVISION AUDIENCE RESEARCH

	WHO HAS DONE IT	HOW TO DO IT
I Set Ownership		
1. Home vs Places of public assembly.	• RMA reports • Most TV stations have released approximate figures for their areas. • Audience Research Inc. survey in 18 cities where TV stations were in operation June 15, 1948. (BROADCASTING, 7/5/48 p. 16) • BMB has discussed tentative future plans to research set ownership.	• Develop contacts for continuing dealer sales data. • Obtain RMA figures • Interview an adequate cross-section of families in the station service area.
2. Make of set		as above
3. Age of set		as above
4. Size of screen	• CBS Television Audience Research Institute, in 1946 investigated this among other audience problems. (BROADCASTING, 10/7/46, p. 16) • Newell - Emmet "Videotown" survey, a continuing study among a panel of TV owners in a town near NYC, obtained size of screen data. (BROADCASTING, 6/21/48, p. 18)	as above
II Description of TV Set Owners		
1. Size of family 2. Age of family members 3. Education of family members 4. Occupation of working members of family 5. Ownership of —Radio —Telephone —Refrigerator —Automobile 6. Magazine subscriptions and readership 7. Newspaper subscriptions and readership	• CBS Television Audience Research Institute, in 1946 obtained data on most of these factors. (BROADCASTING, 10/7/46, p. 16 ff) • WPIX conducted a study in New York area covering some of these questions. (BROADCASTING, 5/31/48, p. 19) • Newell - Emmet's "Videotown" survey has disclosed most of this for its selected market. (BROADCASTING, 6/21/48, p. 18)	• Direct questioning of TV owners through: —Telephone —Mail —Personal interview either for all TV owners (where sets are relatively few) or among a selected cross-section of families in the station service area.
III General Viewing Habits		
1. Hours per day 2. Times per week 3. Number of Viewers —per program —per day 4. Audience fatigue —Does it occur? When? After how much viewing? —How long before viewing is renewed? —How does it compare to AM fatigue? —Differences in incidence by age sex occupation education	• Several studies have examined these factors: —CBS Television Research Institute —WABD survey (BROADCASTING, 9/15/47, p. 61) —WTMJ-TV study (BROADCASTING, 7/26/48, p. 30)	• Direct questioning of TV owners (in total or sample) through: —Mail —Personal interview Probably some of the simple data could be obtained by telephone questioning. • Direct questioning of TV owners through: —Mail —Personal interviews
5. Impact on other activities —Radio listening —Movie-attendance —Theatre-attendance —Sports events attendance —Newspaper reading —Magazine reading —Book reading —Home entertainment —Children's schedules	• Television Research Co. study in Los Angeles, August 1947. (Printers' Ink, 8/29/47, p. 65) • Hofstra College, Hempstead, L. I., June 1948. (Tide, 6/25/48, pp. 50-52) (BROADCASTING, 8/23/48, p. 18)	• Direct questioning of TV owners through: —Mail —Personal interview

(Continued on page 82)

T-DAY
for
ATLANTA
is
September 29

Four months ago we set this date for the opening of the first television operation in the deep south, and it was publicly announced to the trade. That promise is being kept, despite "H & HW". Set sales have exceeded all expectations—audience interest is at fever pitch—program and equipment test have been most gratifying—the market is right for the television advertiser. Bargain rates won't last much longer.

WSB-TV
On Peachtree Street

Owned and Operated by the Atlanta Journal

Represented Nationally By Edward Petry & Co., Inc.

Market Facts Helpful

EDITOR, BROADCASTING:

For some time now I have been watching with interest your various coverings of the different markets and I feel that you are doing a fine job. It is of particular help to an outfit of this kind to know what the possibilities are in each market.

Ronald Dawson
Ronald Dawson Assoc.
New York

* * *

'No Time Chiseling'

EDITOR, BROADCASTING:

Your mention of the National Board of Fire Underwriters in your story, "Per Inquiries—NAB Reports Times Chisels at All-Time High," in the Sept. 13 issue of BROADCASTING unfortunately can do a great deal of harm to our continuing efforts to promote greater safety from fire among U. S. citizens.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

You state that stations have complained that we have solicited free radio time for our "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business. No station has ever complained to us. "Fire Insurance Facts and Trends" is a bi-monthly news letter (copy enclosed) which we send to thousands of leading citizens throughout the nation because we feel it is our obligation to keep the public informed about a business which plays such a vital part in the economic and social life of the nation. Radio station managers obviously are leading citizens, and the news letter is therefore sent to them. There's no solicitation, no script.

Your story puts our relations with stations in a very bad light. There is no time chiseling. Stations everywhere have given generously of their time and talent in public service campaigns in support of local fire departments, safety councils, Chambers of Commerce, and other groups sponsoring Fire Prevention Week and Spring Clean-up Week. Radio stations, fire departments and many other organizations look to the National Board of Fire Underwriters as the nation's leading authority and source of information on fire problems, and we have to supply them with material for broadcast. We answer such requests from hundreds of radio stations every year.

When we help a local fire chief and program manager work out a program intended to save lives and property in their own community, we are only extending the long record of public service for which the National Board of Fire Underwriters were organized.

J. Wendell Sether
Director of Public Information, National Board of Fire Underwriters
New York, N. Y.

* * *

Jett Views on TV

EDITOR BRJADCASTING:

I read your editorial "Steady as We Go." Few people will have more than one TV receiver, but tens of millions buy extra sets for their bedrooms, kitchens, libraries, etc., hence your 66,000,000 figure.

If TV can claim 17 million sets in 1955, there will then be one set for every two families in the U. S. But don't overlook the fact that millions of remote AM rural families will be out of range of TV, and that most people will interpret your "guestimate" as indicating that two out of three families in TV reception areas will have TV sets by 1955.

I feel very encouraged after reading your editorial.

E. K. Jett
Vice President
WMAR Baltimore.

* * *

Liked Research Story

EDITOR, BROADCASTING:

I want to thank you for the article on our PGR research which appears in your August 30 issue . . . my real pleasure comes from the fact that the attention of the industry is called to a research method which can, I believe, be of real value to them . . .

Sherman P. Lawton
Coordinator of Radio
U. of Oklahoma
Norman, Okla.

* * *

Boon to Industry

EDITOR BROADCASTING:

. . . your magazine has done a splendid job in getting behind projects which help the industry and you're to be praised and complimented for your excellent work. It's little wonder that BROADCASTING has become "the broadcaster's bible."

Simon Goldman
Manager
WJTN Jamestown, N. Y.

* * *

KNBH (TV) Tests

EQUIPMENT test operations have been started on NBC's Hollywood television station KNBH to continue periodically for several weeks. Station plans commercial operation by first of next year on Channel 4.

We're Barking Up The Right Tree!

Peachtree, that is—the famous street that cuts right through the heart of Atlanta.

We're barking loud, too—telling all the people that WGST has switched to MUTUAL. We're telling them via newspapers, billboards, car cards and direct mail. It's the greatest job of promoting a radio station in Atlanta's history. And it's getting us a crop of listeners.

Why don't you cash in on this Peachtree harvest?

WGST

"Everything's Mutual in Atlanta"

5000 Watts Day
1000 Watts Night

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

NEW *Doody* 12 COUNTY COINCIDENTAL PROVES ONLY WTAD GIVES DOMINANT COVERAGE IN THE RICH QUINCY MARKET AREA

WTAD AREA STUDY — EDW. G. DOODY CO.

To determine the depth of listening in the heart of its 34 county BMB area, WTAD commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market. Adequate sampling gives an accurate picture of WTAD dominance in the important rural market in the three states around Quincy . . . and the diversified business and industrial markets in the area. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois or call your WEED & Co. representative.

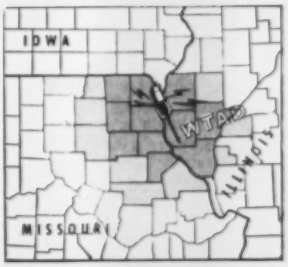
Lee STATIONS

kglo MASON CITY IOWA

1300 K.C., 5,000 Watts • CBS Affiliate

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO - FM
101.1 MC ERP 16,000 Watts



WTAD QUINCY ILLINOIS

930 K.C., 1,000 Watts • CBS Affiliate

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

WTAD - FM
99.5 MC ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

WFLA...
TOP STATION in the NATION
• EVENING AUDIENCE
According to Hooper's first "Top 20 stations in U. S.", WFLA out-ranked all other stations in the nation in evening audience rating during May-June, 1948.
WFLA..
TOP STATION in the TAMPA-ST. PETERSBURG MARKET
• MORNING
• AFTERNOON
• EVENING
Month after month, Hooper after Hooper, WFLA has earned top audience ratings—morning, afternoon and night—in this important Florida market.
Industry, agriculture and business provide steady buying power right around the calendar in the Tampa-St. Petersburg market. For MORE listeners in the heart of Florida's richest, most heavily populated trade area, get the double-barreled impact of WFLA and WFLA-FM.
WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

SPANIARDS, notoriously avid for all kinds of entertainment, were especially enthusiastic about television and indicated a general intention to purchase video receivers as soon as a TV program service is available, William J. Reilly, advertising manager of RCA International Div., stated on his return from Madrid where RCA staged a two-month demonstration of television for Spanish officialdom and public.

The governmental chiefs of Spain, beginning with Generalissimo Franco, who received a private demonstration in his palace, became television fans almost at once, Mr. Reilly said, and offered RCA the utmost cooperation in its demonstration telecasts. These were staged twice each evening, plus some daytime programs, in a mid-Madrid auditorium where a thousand or more Spaniards at a time saw bullfights, boxing and wrestling matches and other athletic events, as well as variety entertainment, on 17 RCA receivers. The bullfights and other remote pickups were made by an RCA video mobile unit, which relayed these programs by radio beam from the scene to the auditorium tower for feeding to the receivers.

William R. Glossford, RCA European manager (l), and Gen. Alfredo Guijarro, director of broadcasting for the Spanish Government.

The first program of bullfights proved an expensive one for RCA's Madrid distributors, Mr. Reilly reported. To limit the attendance at this premiere public telecast,

(*Continued on page 50*)

On All Accounts

WITH a background comprising 12 years of experience in four of the most important phases of radio broadcasting — showmanship, selling, publicity and production—Nona Kirby directs the metropolitan Boston business of WLAW Lawrence, Mass., the 50-kw ABC basic affiliate as regional sales manager.

She has been an active and talented figure in radio circles since 1935, joining the industry after a successful career in show business in association with the Shuberts. She appeared in several of their outstanding productions and filled stage roles over a period of seven years.

NONA

Forsaking the footlights she became New England representative for C. A. Coulter, a theatrical premium house, and Popular Music Inc.

In 1935 she decided that radio, the newcomer to the advertising field, offered her the best opportunity for her particular abilities and, as the first step in that direction toward a new career, she accepted a position in the sales department of WCOP Boston. In addition to selling time, she assumed duties as manager of the artists' bureau of that station.

Using, to a great extent, the experience gained in the production of stage shows, she wrote and produced professional radio programs which originated in New England theaters. These shows brought attention to many personalities who have since reached the top in the world of entertainment.

Joining the sales staff of WHDH Boston, in 1943, she remained with that organization until she assumed her present association with WLAW, which has since added FM to its facilities.

Since her entrance into radio she has been generous with her hours and talents in the origination and promotion of ideas for the general good of radio in Boston. Her latest contribution to the advance of the industry is the "Radio Executives Club of Boston," which she organized. Patterned after the New York Club in objectives, its formation was warmly welcomed by Hub executives.

A member of the Boston Chamber of Commerce, she is the wife of a Boston Advertising man, and resides with him and their two children in a nearby suburb.

WOC
FIRST in the QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
"FIRST to broadcast a home economics program."

WOC AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5
BASIC NBC Affiliate
DAVENPORT, IOWA
National Representatives
Free & Peters, Inc.

Back in 1946, when BMB's "radio-family" figures were first announced, they showed that in six great market areas Westinghouse stations were leaders in listenership.

And now, BMB's 1948 "radio-family" figures look even better! In each station-area there are *more* listeners . . . a bigger target for advertisers to shoot at! The chart shows the listener-increase by stations.

Station	1946-48 Increase in Radio Families (BMB Daytime Areas)
KDKA	16.9%
WBZ-WBZA	14.4%
WOWO	16.8%
KYW	4.5%

The percentage for KEX would be even higher, since this station serves one of the nation's two fastest-growing areas. KEX is excluded from the chart, however, because its power increase—5,000 to 50,000 watts—does not conform to the standard of comparison.

It's easy to see that advertisers on Westinghouse stations are getting even *more* for their money now than they did in 1946. Are you one of them? Our national representatives have further details.

WESTINGHOUSE RADIO STATIONS INC

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For Kex, Free & Peters

IT'S EASY, IF YOU KNOW HOW!

IT'S easy to build a top-quality live-talent radio show, *if you know how!*

KWKH's new "Louisiana Hayride" (inaugurated last April) is one of the Nation's *best* "Saturday night barn-dance" attractions. It has a cast of fifty proven characters (35 of whom are recording artists). All this hot summer, it pulled an average of nearly 2,000 paid admissions each Saturday night, and will undoubtedly double that figure this Fall. *More important still, Louisiana Hayride pulls mail from enthusiastic listeners in 45 States!*

Several segments of this spectacular new three-hour show are now available for sponsorship. Write for all the facts, or ask The Branham Company.

KWKH

SHREVEPORT Texas LOUISIANA Arkansas Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 13 WASHINGTON, D. C., SEPTEMBER 27, 1948 $7.00 A YEAR—25c A COPY

TV EXPANSION

Move Appears Imminent After FCC Hearing

By RUFUS CRATER
AND LARRY CHRISTOPHER

EXPANSION of television into the 475-890 mc band appeared more imminent last week after a four-day hearing which produced broad agreement on that point but left FCC to face a maze of divergent proposals, views and data on the methods of its accomplishment.

Proposals ranged from appeals for a "cautious approach," with protection against the exclusion of color, to recommendations that the entire band be allocated for black-and-white according to present standards and that color, when it comes, be given microwave frequencies.

The hearing also produced testimony, obviously impressive to the Commission, that color television may not need the 18-mc channels it had been expected to require but might, instead, need no more than 10, 12 or 14 mc (RCA-NBC testimony) or even as little as the 6 mc which present black-and-white requires (CBS and Zenith Radio Corp.).

In the course of cross-examination, FCC Chairman Wayne Coy suggested two possibilities which observers felt might prove to be more than mere hypotheses: (1) That an attempt be made to determine the ultimate color band width and that then, on that basis, the UHF be allocated for either black-and-white or color, at the individual broadcaster's discretion; or (2) that this procedure be followed, but expanded to include a cut-off date when UHF black-and-white operations must cease and color take over. A comparable proposal was offered by Zenith.

These possibilities got no encouragement, however, from RCA Labs' Elmer W. Engstrom, who was on the stand when Chairman Coy first posed them. Dr. Engstrom felt that the ultimate color bandwidth cannot be fixed on the basis of current information; he also doubted that broadcasters would care to use the UHF band for monochrome if they knew they would have to switch to color later.

Chairman Coy, though he agreed it would be hard to fix the ultimate color bandwidth now, felt that under his hypothesis broadcasters would have an incentive to get into UHF black-and-white "so as to be assured a position for color television in the future."

"Can the spectrum afford two or three systems of television, or must we at some time make a choice as to the system of television we are going to have?", Mr. Coy asked. "I might say the same thing about aural broadcasting," he added. "I think it stands perhaps in the same position at some date."

Among the more conservative proposals were those advanced by the Joint Technical Advisory Committee, RCA-NBC, and Television

(Continued on page 70)

AMONG the 200 broadcasters, attorneys and engineers on hand for FCC's high-band television hearings were (l to r): G. H. Brown, research engineer, RCA Labs; Westinghouse's Harold W. Schaefer, assistant manager, Sunbury receiver division; G. C. Larson, also of the Sunbury division, and C. E. Nobles, who conceived Stratovision; DuMont's Research Director Thomas T. Goldsmith Jr., and Thad H. Brown Jr., DuMont's Washington counsel.

D-F-S PLANS

20% of Chicago Staff to N. Y.

By BILL THOMPSON

DANCER-Fitzgerald-Sample, is thinking about operations expansion.

"We haven't said this for a long time, but we're looking for new business," H. M. Dancer, president of the agency, declared as he confirmed Thursday in Chicago a report that the company will consolidate the handling of its present large accounts in New York.

Mr. Dancer verified officially that he and Vice President C. L. Fitzgerald had bought the one-third interest of J. G. Sample at the end of the company's fiscal year, Aug. 31.

About 20% of the Chicago office personnel will be shifted east to service the agency's General Mills and Procter & Gamble accounts, Mr. Dancer said. He added that the "importance of television and the major part we expect to play in TV through our subsidiary show productions" influenced the decision to make New York the agency's main operating base. D-F-S was founded in Chicago in 1943.

"The business is in New York—so is the talent and the facilities," said Mr. Dancer. "Our account people are there and many of our clients make frequent trips there. It is better all-around for us to handle certain accounts in New York.

Mr. Dancer vigorously denied, however, that the Chicago office would be closed. He said the Falstaff Brewing Corp. and Continental Illinois National Bank & Trust Co. accounts would be handled there as well as new product development for Kraft Foods Co.

He would not say exactly what personnel will be moved to New York, but in answer to a direct question about the future of James Neale, radio director, admitted that Mr. Neale will be shifted.

Space in the agency's Chicago headquarters in the LaSalle-Wacker Bldg. will be trimmed by about one-third, he said.

Asked whether the firm name would be changed in view of Mr. Sample's retirement, Mr. Dancer said "definitely not." He added that the post of executive manager, formerly held by F. K. Beirn, who recently resigned to become vice president of the Biow Co., New York, [BROADCASTING, Sept. 20] had been abolished.

HURRICANE DEFIERS

Radio Shows Colors

IT'S HURRICANE time in Florida, and radio is in there pitching, as it always is in time of disaster.

When last week's big blow smashed across and isolated Key West and then roared into Southern Florida, radio stepped in with its customary speed and effectiveness. Radio amateurs as well as the commercial broadcasters contributed heavily. Several stations stayed on the air far beyond their normal period of operation to air weather bulletins and keep the public informed of the progress of the storm.

WIOD Miami, which reported there was no major damage to any Miami area station despite winds as strong as 140 miles an hour, said it remained on the air 66 hours continuously from 6 a.m. Sept. 20 to 12:05 a.m. Sept. 23 during the height of the storm. The station aired a total of 116 five-minute weather bulletins—one every half hour. Thirty of them were broadcast direct from the Miami weather bureau. The reports from the weather bureau were carried by all Miami area stations simultaneously.

The Miami stations also worked cooperatively with the American Red Cross. All Red Cross disaster committee reports were made direct from the weather bureau by a Red Cross announcer and carried by all Miami stations following each weather report.

WIOD followed its weather reports in English with a Spanish translation for Latin-American residents of the area. Two WIOD commentators fed reports on the hurricane to NBC, the station reported. Ed Moore presented his report on NBC's *News of the World* at 7:15 p.m. (EDT) on Sept. 21, and after the worst of the storm had passed Bill Ross gave the nation the news on the NBC 11:15 p.m. news show the same day.

FM Link Used

WGBS Miami used FM as a link between studios and transmitter in order to maintain AM service on a 24-hour basis during the storm period, after the hurricane had played havoc with its telephone lines. The station's entire program staff remained on duty 48 hours to insure complete coverage. In addition to storm advisories every half hour, WGBS reported that it broadcast hundreds of Red Cross and other public service bulletins. Despite high water in the streets near its studios and falling power lines, no injuries were suffered by station's personnel.

WQAM Miami, which was on the air with 66 hours of continuous hurricane service, provided ABC with four network originations during the storm. The broadcasts were made by WQAM's news editor, John T. Bills, on the *Headline Edition* and *News of Tomorrow* programs. Weather advisories from the U. S. Weather Bureau and by transcription were presented every half hour by WQAM, along with full instructions on how to prepare for the hurricane.

WMBM Miami Beach coverage included special broadcasts from the weather bureau, bulletins from the Red Cross, Coast Guard, police department and other emergency agencies, and several on-the-spot remote broadcasts. The causeway terminal location of WMBM was virtually isolated during the height of the storm.

WINZ Hollywood, despite loss of power and telephone lines, operated with emergency diesel generators "with satisfactory results," according to Jonas Weiland, president of Hollywood Broadcasting Co., WINZ licensee. The station lost only a few hours of broadcast time, Mr. Weiland said.

On 65½ Hours

WJNO West Palm Beach said it was on the air continuously for 65½ hours from Monday (Sept. 20) at 6:30 a.m. to Wednesday midnight. Station had a line to the Miami weather bureau and, in addition to presenting weather reports from Miami, aired supplementary broadcasts from the West Palm Beach weather station. The storm forced WJNO to use power from an emergency diesel unit for 19 hours in order to maintain continuous service.

WINK Fort Myers, on the air continuously during the hurricane, reported that it furnished 26 reports from AP, the Florida Highway Patrol and the CAA weather station at nearby Page Field. The CBS line was out, WINK said, and all programs were local.

WSIR Winter Haven, in the heart of the rich citrus crop country endangered by the storm, remained on the air for 64 hours continuously, conducting a special hurricane patrol program from 11 p.m. to 6 a.m. Monday and Tuesday nights (Sept. 20 and 21). The station said it used its own emergency power unit during frequent power failures.

Storm reporting was begun on an every-half-hour basis at WFTL Ft. Lauderdale on the morning of Sept. 20. The station was on the air continuously for 67 hours, it reported. Seven of its staff members made regular reporting trips during the height of the storm, WFTL said, presenting several remote broadcasts.

WSWN Belle Glade, Fla., a 1-kw daytimer, broadcast continuously for 48 hours and served as a clearing house for messages for Red Cross disaster committees in nine threatened counties around Lake Okeechobee, Tom Watson Jr., WSWN general manager, reported. The storm passed squarely over Belle Glade, according to Mr. Watson, and after power lines went down WSWN remained in operation by using previously installed emergency generators.

Wire recording of on-the-scene news highlighted WVCG Coral Gables' coverage. While the hurricane winds were still blowing, Jack Masla, WVCG's special events staffer, took a wire recorder and portable generator on a nine-hour tour of the Miami area, obtaining on-the-scene interviews in hurricane shelters and along the bay front and beach front in the various municipalities. When it appeared the storm was increasing in intensity, WVCG, a 1-kw daytimer, went on the air at 2 o'clock on morning of Sept. 21 from its transmitter building site. The high winds knocked out the station's power facilities Sept. 22 and WVCG was unable to go on the air until 2:15 that afternoon.

WIRK West Palm Beach reported that its full staff was on constant duty from Monday afternoon (Sept. 20) until Wednesday night (Sept. 22). Constant service was provided, WIRK said, except for a 45-minute period early Tuesday when power lines failed and the emergency generator was cut in.

WEAT Lake Worth, like WIRK, was forced to evacuate its studios but kept going through use of auxiliary power at its transmitter. On Wednesday morning WEAT furnished NBC with full details on the story of the hurricane in its area.

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RESOLUTIONS

Sun Valley Sessions Adopt

RESOLUTIONS calling upon NBC to revise its operating policies along lines that would result in more effective competitive operation and at the same time increase station compensation to meet increased operating costs were adopted at a closed session of NBC affiliates at their second annual convention at Sun Valley, Ida. last week.

The resolutions, which are recommendatory, were debated at a closed session Wednesday afternoon, and adopted Thursday. The Stations Planning and Advisory Committee, headed by Paul W. Morency, WTIC Hartford, was to deliberate with NBC's executive staff at the conclusion of the three day convention Friday afternoon and, if necessary, complete the deliberations the following day.

Substance of the resolutions, adopted without dissent, was as follows:

Improve program structure year round by staggering absences of big name talent, and shortening vacation periods.

Allow presentation of transcriptions by name artists at least 25% of the time, to enable name talent to record in advance for their vacations.

In view of increased number of listeners and increased hours of listening, plus inflationary spiral, rate reductions in line costs and in discounts, network rates or station compensation, or both, should be increased.

Retention of chain breaks on television at least one minute between programs.

Stations should participate in 28% revenue derived from advertisers who go off air in summer but hold their time options.

Affiliates should be notified of program changes at the same time as the press or before.

NBC should encourage full network sales.

NBC should establish a minimum of $3 on cut-in announcements, so that low rate stations would benefit.

NBC should arrange liaison so that its affiliates would know in advance of bookings of talent making personal appearances in home towns to arrange publicity and air appearances.

Return to a mandatory 15 minute chain break on network programs.

Coordination of spotlight advertising on Parade of Stars so that station and advertiser won't buy newspaper space on same programs at same time.

Barring of mention of commercial names or trademarks on sustaining programs.

Cut-in announcements supplied by network should be within limits of NBC code as to word count.

In addition to Chairman Morency, the SPAC committee is made up of Milton Greenebaum, WSAM Saginaw, Mich., secretary; John J. Gillin Jr., WOW Omaha, vice chairman; Martin Campbell, WFAA Dallas; H. Quenton Cox, KGW Portland, Ore.; S. S. Fox, KDYL Salt Lake City; Wiley P. Harris, WJDX Jackson, Miss., and Richard Mason, WPTF Raleigh. Members of resolutions committee were J. Harold Ryan, WSPD Toledo, chairman; J. B. Conley, KYW Philadelphia, and Messrs. Greenebaum, Fox and Mason.

SUN VALLEY

NBC TV Affiliate Contract Unveiled

By SOL TAISHOFF

THE ACCENT was on television at the three-day NBC affiliates convention which concluded at Sun Valley, Ida., last Friday but sound broadcasting can look to new highs in revenue circulation and service through an aggressive campaign to broaden its business base.

The picture portrayed by Niles Trammell, NBC president, in his keynote address which animated the convention, was one of a radio utopia with television and sound broadcasting running hand in hand through a continuing campaign to (1) create new money to pay video's way and (2) increase radio's share of the total advertising dollar.

Charles R. Denny made his maiden speech as NBC's executive vice president, and unfolded the story of NBC's new TV affiliation contract to the 130 affiliate delegates. It hues closer to the standard station contract and supplants one which most of the affiliates felt was too stringent.

Six Pioneer Years Loom

Before Mr. Denny had predicted an NBC TV network of 20 to 30 stations by next year, Mr. Trammell had admonished his affiliates that TV is a blue chip business, that it will be about six years before TV reaches the beginning of the period of plenty, but that radio generally is in a healthy state and is not ready for the oxygen tent because of TV's emergency.

Many old-timers remarked that the revised NBC television rate proposal was reminiscent of the earlier days of oral broadcasting. There was spontaneous opposition to the 30 free hour per month proposal, on the ground that it constituted payment for sustaining time, and that affiliates in addition would be called upon to pay for other sustaining service.

Affiliates also objected to the absence of any provision for spot announcements in between TV programs in station time. This important revenue source was left open for further discussion with the likelihood that some provision would be made for TV spots. Discussions centered around whether spots should be of 10, 20, or 30 seconds duration.

There was also strong affiliate sentiment for open-end programming, which would be tantamount to the cooperative plan on other networks.

Ryan Named

At the Wednesday afternoon session of the affiliates, no definitive action was taken. J. Harold Ryan, former NAB president, representing the Fort Industry stations, was designated to head a committee to draft resolutions for consideration at the Thursday morning session. Afterward the SPAC committee was to meet with NBC's high command.

While television figured prominently in the affiliates' deliberation, it was on the economics of standard broadcasting that most trouble brewed. FM was virtually the forgotten medium. Mr. Trammell contented himself with a reiteration of established NBC policy of having FM develop side by side with AM.

A horizontal rate increase for affiliated stations was sought by a number of affiliates. It was argued in the closed sessions Wednesday and Thursday that network station rates were the only ones among all media that had not increased in the past decade.

It was concluded in the closed sessions that NBC, by reducing frequency and dollar volume discount, had actually increased its return at the expense of affiliates. Moreover, certain affiliates held that NBC had profited by virtue of lower programming costs during the summer hiatuses, with no additional remuneration to affiliates.

Changes Sought

A number of affiliates, particularly those in thriving markets, urged individual renegotiation of contracts, on the ground that those cities that have enjoyed increased population and radio homes should benefit in proportion to their growth. It was generally thought that NBC would be loath to consider a horizontal rate increase, but that there probably would be action in connection with individual renegotiation.

Smaller affiliates met at a breakfast meeting Thursday at the call of Harry C. Butcher, owner of KIST Santa Barbara and wartime naval aide to Gen. Dwight D. Eisenhower. These affiliates are seeking full commercial network service. Their complaint was that large affiliates in key markets which refuse network programs deprive them of programs and revenue by blocking the feed to the balance of the network leg.

Radio developed new advertising money, Mr. Trammell pointed out, and did not increase its revenue at the expense of other media. While radio's share of the advertising dollar rose from 6.3% in 1935 to 17.8% in 1944, it will have declined to an estimated 13.5% in 1948. This

(Continued on page 66)

NBC's Proposed New TV Contract

I

REGULAR SERVICE. Old contract makes no provision. New contract sets 4 hours a day 7 days a week—28 hours a week as objective plus special broadcasts.

II

COST OF INTERCONNECTING. Old contract: NBC and its stations on one hand and affiliated stations on other hand equally divide costs of the wires. New contract: NBC assumes full risk on wire lines in exchange for waiver of compensation by stations on 30 hours per month at unit rate, i.e., NBC takes 30 hours per month and pays all wire costs. In AM NBC takes 16 free hours.

III

COMPENSATION. Old contract: 30% of the gross. New contract: 33 1/3% of the gross which is about 50% of the net.

IV

SUSTAINING SERVICE. Old contract makes no provision for sustaining service. There was a feature service where NBC offered programs out for sale on a case to case basis but which NBC said had not worked out satisfactorily.

New contract contemplates sustaining service, cost of which will be divided among the stations and the network.

Stations will pay their share on basis of size and ultimate potential of their market.

Each market has been given an index number. Index numbers of the 16 stations certain to be interconnected range from low of 31 at Rich-

(Continued on page 68)

NBC CODE

Qualifications Put on Giveaways

NBC, which was a dominant force in the adoption of Standards of Practice by the NAB last May, and which then expressed the mild rebuke that the standards as adopted were not as stringent as they might be, last week unveiled a code of its own.

The NBC code, introduced at the network's second annual convention of affiliated stations at Sun Valley, Idaho, is basically an amplification of the NAB code, although in two sections it is slightly stricter.

The network also announced that its standards and practices would be applied to television, at least in spirit if not in letter, "until definitive standards for the new broadcast medium are codified."

The two measures in which NBC takes a stiffer stand than did the industry association are: (1) Crime and mystery shows. NBC reiterated its announcement made a year ago that it would not broadcast such programs earlier than 9:30 p.m. Eastern time, 8:30 p.m. Central time, and 9 p.m. elsewhere. The NAB code has no reference to the time of day for broadcast of "whodunnits."

(2) Commercial time limitations. NBC will not permit middle commercials in newscasts, a prohibition not to be found in the NAB code, and restricts all news program commercials to shorter times than does the NAB. The basic time standards for advertising copy are, however, identical in both codes, although NBC has inserted limitations for 20- and 40-minute program segments, periods which are peculiar to television schedules and not to sound radio and hence not covered by the NAB code.

Although the NBC code follows the general pattern established by the NAB, it includes a few added clauses covering practices which are of particular interest to the network.

Procedure for Fading

One of these deals with the procedure for fading programs which during actual broadcast violate the network's conception of good taste. This policy was announced last year after the celebrated Fred Allen incident.

Mr. Allen was summarily cut off the air during his delivery of a verboten and unkind reference to vice presidents. The incident created a public furor and the subsequent announcement of fading policies which would thereafter govern at NBC.

As announced at that time and repeated in its newly-published

(Continued on page 56)

MULTIPLEXING

FM, Fax Seen in Philadelphia

By HERMAN BRANDSCHAIN

DEMONSTRATION of a multiplexing system, which, it was claimed, permitted facsimile transmission and FM broadcasting at the same time over the same frequency with no degradation of the full FM range of 15,000 cycles, was conducted last Wednesday night for FCC Commissioners and the trade press.

Demonstration was carried on by Radio Inventions Inc. and *The Philadelphia Inquirer* FM station, WFIL-FM, in the studios of the station.

Those attending had the opportunity of checking on the audio characteristics by first listening in on a combined FM and facsimile receiver unit, then going into another room and hearing the audio, without facsimile, on a standard FM set.

FCC Commissoner Rosel H. Hyde hailed the demonstration as a success. He said that multiplexing "promises very significant contributions to communications as we know them."

In starting the show, John V. L. Hogan, president of Radio Inventions and a facsimile pioneer, explained the need for multiplexing. He stated that FCC rules require that both facsimile and FM may be sent simultaneously only if there is no degradation of the audio signals and no change required in present FM receivers.

Sees Adaptations

He stated that its significance lay in the fact that many new uses for radio would be possible through it. For example, a cooking school program could be aired orally while at the same time instructions and recipes could be sent over the facsimile system. Similarly music lessons, including sheet music, or foreign language lessons, including text material, could be sent orally and visually, the latter in permanent record form.

"After further tests," said Mr. Hogan, "we hope to be able to make this system generally available so that any FM broadcaster may, in effect, double the usefulness of the frequency assigned him by broadcasting sound and facsimile at the same time, without one interfering with the other in any way."

Roger W. Clipp, general manager of the Inquirer stations, hailed the experiment as a boon to the broadcaster, the receiver owner, and—ultimately—the advertiser. He noted that when the distribution of recorders becomes general, a facsimile advertiser will be able effectively to illustrate his products while giving a verbal description of the articles.

Frank Hester, chief engineer of Radio Inventions Inc., explained in an interview that the multiplexer consists of an attachment in the FM control room and another on the facsimile receiver All the equipment needed for the demonstration was moved in, installed and ready for operation in five hours, he said. The company is not making public the engineering characteristics of its multiplexing.

Low Price Range Seen

Mr. Hester, a former RCA engineer and a former physics instructor at U. of Texas, said that manufacturers have estimated that facsimile receivers could be made available for as little as $25 if they were produced in the quantity with which record players are produced. His multiplexing device, in which he was the primary developer, would be included in such receivers. He added that three other engineers aided him in the work: John W. Smith, John Long, and Mr. Hogan's son, John V. L. Hogan Jr.

The demonstration was conducted with the use of WFIL-FM's dual facsimile scanner, designed by Radio Inventions, and the station's FM transmitter, operating on 102.1 mc. Console model receiver-recorders were used to receive the sound program and the facsimile intelligence.

WFIL-FM transmits an eight-page facsimile edition of *The Philadelphia Inquirer* each Friday from 3 to 3:30 p.m. The special Wednesday night edition followed the same eight-page format, including news, pictures, comics and special features. WFIL-FM inaugurated its regular facsimile broadcasting Dec. 31, 1947. Currently seven advertisers are buying space in the weekly editions.

In view of the fact that the FCC stressed the importance of multiplex in facsimile broadcasting, all members of the Commission were invited to attend. Accepting the invitations, in addition to Commissioner Hyde, were Commissioners George E. Sterling, Edward M. Webster, and Acting Chief Engineer John S. Willoughby.

Also attending from FCC were Arnold Skrivseth and John E. Doane, FM engineers.

A dinner at the Bellevue-Stratford Hotel followed.

WEATHER 102.1 M.C

The Philadelphia Inquirer

Facsimile Edition

BROADCAST OVER WFIL FM

Wednesday, September 22, 1948 SPECIAL EDITION Page 1

Hurricane Lashes Florida; May Swing Into Atlantic

This Is Multiplex

This Special Facsimile Edition of The Philadelphia Inquirer is being transmitted simultaneously with sound programs over WFIL-FM to demonstrate a multiplex system developed by engineers of Radio Inventions, Inc.

The system is devised to permit facsimile broadcasting and sound transmission over the same frequency without degradation of the full audio range of 15,000 cycles.

The demonstration is being conducted before members and engineers of the Federal Communications Commission and representatives of the press. They are viewing this edition--and hearing the simultaneous sound transmission--on receivers located in the Widener Building.

French Report Western Powers Plan to Hand U.N. Berlin Issue

By The Associated Press

French sources said today the Western Powers have given Russia another week to an agreement on the Berlin situation before they lay the issue before the United Nations.

Top-ranking diplomatic and military advisers of the foreign ministers of the United States, Britain and France are studying in Paris the text of a message to be sent to Soviet Foreign Minister V. M. Molotov concerning the question of Berlin's two-type currency, these sources said. British sources, however, said the Westerners had not yet committed themselves to sending the message.

Russia wants Western marks out and the Soviet-sponsored east mark left alone in the Berlin field. This is one phase of the bargaining over the Soviet blockade, now nearly three months old.

The Weather Bureau in a 1:30 P.M. advisory stated the storm was expected to pass close to Melbourne, Fla., late this afternoon and enter the Atlantic near Cape Canaveral.

MIAMI, FLA.--(AP)--A drenching hurricane with its 100-mile-an-hour winds still intact, moved over Lake Okeechobee in south central Florida today and aimed for the state's rich citrus belt.

Two persons have died and many have suffered minor injuries in the big storm which blasted the Florida Keys with 160 mile gusts early yesterday and pounced on Miami last night.

Communications still were out today with Key West, where President Truman has his "Little White House"; Everglades City, 70 miles west of Miami, and Clewiston.

A Red Cross survey shows that more than 8,000 persons remained in relief shelters last night in Miami. The shelters have been stocked with enough food to feed more than 50,000 persons for two days. Power has been cut off in many southern Florida areas because of the hurricane. The Navy yesterday reported gusts as high as 160 miles an hour at Key West.

Heavy gales and rain still battered the Keys and Miami today.

The center of the storm is expected to pass into the Atlantic about 7 P.M. tonight in the vicinity of Melbourne, 180 miles north of Miami and over Merritts Island, just northeast of Melbourne, about 8 or 9 P.M. the Weather Bureau said.

The hurricane eye passed close to the sugar-cane growing region at Clewiston on the lake shore about 7 A.M.

Lake Okeechobee is the largest fresh water lake entirely within the United States. A great hurricane in 1928 caused it to overflow its banks and drown about 2,500 laborers engaged in planting vegetables in the winter "salad bowl" of the Nation.

. . . Actual photo of the edition received by multiplexing.

6 - Station Markets Group Is Launched

Outlets Affording New England Coverage, Hill Says

THE NEW ENGLAND Major Markets Group officially came into being today (Sept. 27) with inauguration of the *New England Notebook* program on six stations comprising the group, WLAW Lawrence, Mass., WPRO Providence, WDRC Hartford, Conn., WTAG Worcester, Mass., WGAN Portland, Me., and WGUY Bangor, Me. Program will be heard regularly on these stations, Mon.-Fri., 4:30-5 p.m.

Mr. Hill

"Thorough coverage of New England's major markets, Boston, Providence, Worcester, Hartford, Portland and Bangor, with a single program and under a single contract is the purpose of the group," said E. E. Hill, executive vice president of WTAG, the organization's permanent chairman.

New England Notebook is written and voiced by Walter Covel, of Providence, long identified with radio and dramatic work as announcer, actor, writer and agency executive. Mr. Hill said it is directed at a feminine audience but that it will have wide general appeal.

The program will be confined to participation by national advertisers and to food and kitchen products. Since all of the six participating stations are represented by the Paul H. Raymer Co., the same company will represent the new group, according to Mr. Hill.

NEW AGENCY FORMED BY STANTON B. FISHER

STANTON B. FISHER, advertising director of the United Cigar-Whelan Stores Corp., New York, has been named president of Stanton B. Fisher Inc., newly formed advertising agency.

Among the new firm's accounts are Whelan Drug Stores, United Cigar Stores and other subsidiary companies (Hamilton Products, Mary Scott Rowland Ltd. and Whelco Products Inc.) and the Universal Fountain Pen and Pencil Co.

One of the agency's first extensive campaigns will be national promotion of Universal, which in the past has used little advertising. Television will be used, although definite plans have not been formulated.

United-Whelan will continue with *Charades Quiz* on WABD New York, with radio being used in spot announcement form whenever and wherever new stores are opened.

NATIONWIDE FM NET

FIRST NATIONWIDE FM-only network broadcast, scheduled Tuesday, was recorded Thursday in control room of Continental Network's Washington key, WASH. Tape was sent to several stations to be keyed to regional FM hookups. Col. R. H. Ranger (l), president of Rangertone, directed recording operation. Watching is Everett Dillard, president of Continental and FMA.

FIRST coast-to-coast exclusively FM 15,000-cycle network program will be broadcast Tuesday, 8-8:30 p.m. (EST) as a feature of the FM Assn. convention banquet at the Hotel Sheraton, Chicago.

Envisioned by Everett L. Dillard, FMA and Continental president, and Hudson Eldridge, network manager, is a permanent nationwide FM network based on a series of regional hookups fed by magnetic tape recordings from key outlets.

The recording technique was demonstrated last Monday before the Washington, D. C., section of the Institute of Radio Engineers. Col. R. H. Ranger, inventor of the Rangertone tape recorder, described the method and demonstrated a recording of a Continental Network program.

Using 30-inch-per-second speed, a program of the Army Band from Fort Myer, Va., was recorded at the Armstrong laboratories, Alpine, N. J., off a 15,000-cycle AT&T line. The Rangertone R4 console was used as playback, with Samuel L. Ackerman, Rangertone production engineer, in charge of equipment. Col. Ranger described the program as the longest-distance high fidelity recording ever made.

Pickup From Evanston

The FMA banquet will hear a recorded program by the Air Force Band, broadcast from WEAW (FM) Evanston. The same tape will be played simultaneously from WABB-FM Mobile, Ala., and fed to five other stations; from KSBR (FM) San Francisco; from KMGM Los Angeles; and from WASH (FM) Washington, for the 20-station East Coast hookup of Continental. Thirty-two stations will take part.

FMA to See Test

The program was produced at Bolling Field, Washington, last week by the Air Force Concert Orchestra and 30-voice Singing Sergeants. It was fed by 15,000-cycle line to the WASH studio and transcribed for Continental. At the same time it was sent to Alpine where copies were made on Rangertone tape for the Gulf and West Coast key stations.

The Tuesday night demonstration will carry a recruiting theme for the Air Force, whose band was the first large musical group to broadcast on FM. The band's concert orchestra was heard last season over Continental in a recruiting series.

Cooperating at key stations on the special hookup are: W. J. Hearin Jr., WABB-FM Mobile; George Mayorall, WRCM New Orleans; Edward Wheeler, WEAW (FM) Evanston; Orrin Brown, KSBR (FM) San Francisco; W. F. MacCrystall, KMGM (FM) Los Angeles. Others who took part in the planning include these Rangertone distributors: L. S. Toogood, Chicago; J. Herbert Orr, Opelika, Ala.; Harry Bryant, Radio Recorders, Los Angeles.

WASH Washington will feed the Continental network, which utilizes high-fidelity Washington-Alpine link, radio relay and off-the-air facilities. WABB-FM will feed WRCM New Orleans, WLSU Baton Rouge, KPDR Alexandria, KMFM Monroe, WLAU Laurel, Miss. KSBR San Francisco will feed KRFM Fresno.

Larry Carl, Continental program manager, handled program arrangements for the demonstration.

FMA CONCLAVE

Chicago Sessions Open

WITH nearly 300 advance registrations made for the FM Assn. three-day convention starting today (Sept. 27) at the Hotel Sheraton, Chicago, attendance of 500 was predicted by Bill Bailey, FMA executive director.

Proceedings get under way at 9:30 a.m. with Marion Claire, WGNB Chicago, convention chairman, wielding the gavel. Miss Claire will present C. M. Jansky Jr., program chairman, who in turn will introduce Everett L. Dillard, WASH Washington, FMA president. Mr. Dillard is not a candidate for reelection. Following his talk Mr. Bailey will review FMA's achievments and outline proposals for a two-year promotion campaign.

Feature of the opening day will be the luncheon address by Wayne Coy, FCC chairman, who is expected to go into some of the problems that harass FM stations and peer into the industry's future. The afternoon agenda has been revised somewhat (tentative agenda appeared in BROADCASTING, Sept. 20). Added to the program is a talk on dealer-station cooperation by Mrs. J. H. Holden, WRZE York, Pa., who will explain how most local stores more than doubled set sales by tieing in to debut of the FM outlet. Other speakers added to the afternoon program are J. Frank Knebel, WMFU Crawfordsville, Ind.; Robert F. Wolfe, WFRO Fremont, Ohio; Edward Breen, KFMY Fort Dodge, Iowa.

Raymond F. Kohn, WFMZ Allentown, Pa., an FMA director, will preside at the Tuesday morning session. Added to the morning lineup is a talk by Cy Newman, radio director of Meneough, Martin & Seymout, Des Moines. Others added to the morning agenda are M. Robert Rogers, WQQW-FM Washington; Thomas F. McNulty, WMCP Baltimore; Gary Farnsworth, WMRL Marion, Ind.; Robert M. Beer, WATG-FM Ashland, Ohio.

Presiding at the Tuesday luncheon discussion on set manufacturing will be Mr. McNulty, chairman of the FMA-Radio Mfrs. Assn. liaison group. Speaker will be Lee McCann, Stromberg-Carlson Co., chairman of the RMA School Equipment Committee.

Polls will be open 2-6 p.m. Tuesday for members to vote for new directors and proposed amendments to the by-laws. Additions to the afternoon include naming of David G. Taft, FMA director, WCTS Cincinnati, to preside at the educational session with Larry Myer, WAER Syracuse U., who will discuss student reaction.

First FM nationwide network program will be broadcast at the Tuesday evening banquet (see story this page).

Frank A. Guenther, Radio Engineering Labs., an FMA director, will preside at the Wednesday morning session on FM networks and engineering. New speakers on the program forum include William H. Koster, WPJB Providence, R. I., and Harold Essex, WSJS-FM and WMIT Winston-Salem, N. C. Miss Claire will preside at the luncheon, at which awards will be presented winners of four contests.

The new board will meet at 3:30 to elect FMA officers. The old board was to have met Sunday morning prior to the convention.

Ultrafax Will Be Shown At Library of Congress

DEMONSTRATIONS of RCA's Ultrafax, high-speed communications system, have been scheduled for Sept. 29 at the Library of Congress in Washington, it was learned last week.

Library officials last Wednesday confirmed the reported demonstrations [CLOSED CIRCUIT, Sept. 20] had been scheduled but indicated full details were available only from the sponsoring firm.

Public demonstrations have been delayed for some time while experiments have been conducted in New York and elsewhere.

FMA ADVANCE REGISTRATION

A

Howard P. Abrahams, NRDGA, New York; S. L. Ackerman, Rangertone Inc., Newark; Charles E. Ahrens, United Press, Chicago; Edwin H. Armstrong, WFMN Alpine, N. J.; C. E. Arney Jr., NAB, Washington.

B

R. R. Baker, WTRC-FM Elkhart, Ind.; C. G. Barker, Magnecord Inc., Chicago; Dean L. Barnhart, Goshen, Ind.; Howard Barrett, KRBC-FM, Abilene, Tex.; Jack Barton, Capitol Records, Hollywood; Edward F. Baughn, WPAG-FM Ann Arbor, Mich.; Bryce P. Beard, WSTP-FM Salisbury, N. C.; Alex P. Beard, WSTP-FM Salisbury, N. C.; J. P. Beard, KBTM Jonesboro, Ark.; Rev. M. J. Beemster, WTAQ-FM Green Bay, Wis.; Robert M. Beer, WATG-FM Ashland, Ohio; H. Z. Benton, WILA Woodstock, Ill.; Frank L. Bishop, KFLE-FM Denver; M. M. Blink, Standard Radio, Chicago; William Boese, FCC, Washington; John W. Boler, KIOA Des Moines; Hale Bondurant, WJBC - FM Bloomington, Ill.; M. J. Bonebrake, KOCY-FM Oklahoma City; Hugh N. Boyd, WDHN-FM New Brunswick, N. J.; M. Brasseur, Westinghouse Electric Corp., Baltimore; C. M. Braum, FCC, Washington; Edward Breen, KFMY Fort Dodge, Ia.; Robert L. Brockman, KWGD St. Louis; W. G. Broughton, General Electric Co., Syracuse; Kenyon Brown, KWFT-FM Wichita Falls, Tex.; W. J. Brown, Consultant, Cleveland; John F. Bundy, WCTW New Castle, Ind.

C

P. L. Chamberlain, General Electric Co., Syracuse; Wells R. Chapin, KWGD St. Louis; James E. Charlet, WCLC Clarksville, Tenn.; W. E. Chilton Jr., WGAZ Charleston, W. Va.; S. A. Cisler, WXLW-FM Indianapolis; John F. Clacett, Washington; Marion Claire, WGNB Chicago; P. H. Clark, RCA-Victor, Camden, N. J.; Robert Conner, KBOA Kennett, Mo.; David S. Cook, Stromberg - Carlson Co., Rochester; Wilton W. Cook, KUHF Houston; B. C. Corrigan, KOAD Omaha; Benedict Cottone, FCC, Washington; G. W. Covington Jr., WCOV-FM Montgomery, Ala.; Wayne Coy, FCC, Washington; Warren Cozzens, Raytheon Mfg. Co., Waltham, Mass.; W. D. Crawford, Westinghouse Electric Corp., Baltimore; Elliott Crooks, Radio Inventions, New York; George Crowell, Stromberg-Carlson Co., Rochester.

D

Harry J. Daly, Washington, Everett L. Dillard, WASH Washington; Robert Diller, WBNU-FM Aurora, Ill.; Robert K. Dixon, Raytheon Mfg. Co., Waltham, Mass.; Donald L. Dobson, WBNB Beloit, Wis.; D. A. Dollar, RCA-Victor, Camden, N. J.; Dale Drake, WRR-FM Dallas; Michael H. Dyk, Blue Island, Ill.

E

Robert M. Ellis, Photofact Servicer,

(Continued on page 58)

PARTY BUDGETS

Demos' Tops $750,000; GOP Splurges

By ED KEYS

UNOFFICIAL estimates indicate that Democratic expenditures for radio time during the current national campaigns will be small in comparison with those of the Republicans.

Reports that the Democratic National Committee had established a radio campaign chest of from $750,000 to $960,000 were confirmed last Thursday as "substantially correct" by Kenneth Fry, national radio director of the committee. During the 1944 campaign the Democrats spent $714,000 for radio time. Outside groups, however, paid for a number of major broadcasts that year on behalf of the Democrats.

Ed Ingle, national radio director of the Republican National Committee, refused comment on the proposed expenditures of the GOP. It was generally believed, however, that the Republican budget might be revealed soon. Keeping wraps on radio budgets until one or the other party has "tipped its hand" is a strategy common to both major parties.

It is expected that more than $600,000 of the Democrats' national allocation to radio will be expended during October. The chest was drained of about $16,000 for President Truman's speech at Dexter, Iowa. Speech originated with WHO Des Moines, an NBC outlet, and then was rebroadcast over the full network of MBS. During September the committee allowed about $110,000 for broadcasts.

President Truman and Sen. Alben W. Barkley (D-Ky.) will address the nation's women in an ABC broadcast today (Sept. 27). Point of origin was not known late last Thursday.

Future strategy for the Democrats, observers believe, will be reliance, as nearly as possible, upon transcribed shows and sustaining time, except for those major national broadcasts being planned for the most effective time and place. In the President's 40 talks and speeches recently along his campaign trail his remarks have reached the public almost entirely through sustaining broadcasts.

North Carolina's State Democratic Committee has lined up a five-station "network" for a speech by Sen. Barkley, Democratic Vice Presidential candidate, 8:30-9 p.m. (EST), today (Sept. 27). His talk from Asheville's municipal auditorium will originate from WWNC Asheville and be carried simultaneously by WSJS Winston-Salem, WBIG Greensboro, WPTF Raleigh and WBT Charlotte.

Republicans Splurge

Republicans, meanwhile, continue to splurge on national radio time and have intensified their broadcasting activities on the regional, state and local levels.

Gov. Thomas E. Dewey's speech from Des Moines, by contrast to the Democrats' $16,000 Iowa expenditure, cost somewhere in the neighborhood of $50,000.

Utah's Republican State Central Committee claims establishment of a precedent in state political circles. GOP officials there purchased television time on KDYL-W6XIS Salt Lake City for the coverage of Gov. Earl Warren's recent address there.

The Republican Presidential candidate was heard from Denver last Tuesday over CBS and Don Lee stations. The Denver speech was rebroadcast the following night over an ABC Eastern network of 76 stations. Gov. Dewey plunged for time on two networks, CBS and MBS, when speaking from Des Moines Sept. 20. Such lavish coverage in the early part of the campaign clearly indicates the GOP national committee will easily reach the maximum $1 million expenditures permitted by law, observers say.

Gov. Dewey's speech from Los Angeles' Hollywood Bowl last Friday was carried by NBC to listeners in 11 Western states. The following day his remarks from San Francisco were carried over a network of ABC stations.

Mr. Ingle last week announced the appointment of the following regional radio directors, whose duties will include the placement of recorded rebroadcasts and spot announcements on regional networks and independent stations:

Fred Baker, Seattle, Wash. regional radio representative for the eleven far Western states.

Alabama—Percy J. McCarron, Mobile; Arizona—Charles H. Garland with KOOL Phoenix; Northern California—Eric Cullenward, San Francisco; Southern California — Charles Bowen, Los Angeles; Colorado—Ed M. Hunter, Denver; Connecticut—Milton Meyers, Hartford; Illinois—Dave Edelson, Chicago; Indiana—Larry Richardson, Indianapolis; Iowa—Robert Klauergn, Des Moines; Kansas—Wendell Elliott, Topeka; Kentucky—Seaton Hoff, Louisville; Massachusetts—Phil Clark, Boston; Michigan—Hal G. Trump, Detroit; New Jersey—Harold J. Adonis, Newark; Ohio—Wilbur Ammon, Columbus; Oklahoma—Lawson Taylor, Oklahoma City; Oregon—Sam Wilderman, Portland; Pennsylvania—Lee Greenhouse, Philadelphia; Rhode Island — Arthur Braitsch, Providence; South Dakota—Tony Fahy, with KABR Aberdeen; Tennessee—Cecil Jones, Nashville; Utah—D. K. Moffat, Salt Lake City; West Virginia — Phil Conley, Charleston; Wyoming—E. Bryon Hirst, Cheyenne; Louisiana—Henry Pister, New Orleans and District of Columbia—Paul Bolton, Washington.

The Progressive Party has turned its back on newspaper advertising and is buying only radio time. Henry Wallace has opened a series of Monday night NBC broadcasts reportedly costing the third party about $200,000.

During their first month of political life, the States' Rights Democrats operated in the red. Receipts totalled $13,449 and expenditures $14,890 during the period from Aug. 4 through Aug. 31.

PRESIDENT TRUMAN (l) is greeted by Herb Plambeck, WHO Des Moines farm service director, at the WHO National Plowing Match and Soil Conservation Field Day Sept. 18. Standing at extreme right is Col. B. J. Palmer, president of Central Broadcasting Co., WHO licensee, and beside him is Margaret Truman. The station reports that approximately 100,000 people attended the event which is dedicated to education in the interest of soil conservation. Conservation officials and farmers gave demonstrations of 29 conservation practices, rebuilding a farm, and 40 plowmen from 10 states competed for championship titles in four classes.

* * *

TRUMAN TREK

Local Radio Shines

LOCAL STATIONS, pin-pointing the stops along a ruggedly traveled 9,500-mile route, are enjoying the radio spotlight and network correspondents are deriving sleepless eyes from sleepless nights aboard President Truman's Campaign Special. At week's end, the 17-car train was making its long weary way homeward after covering the Southern Pacific Coast.

In all, Candidate Truman already has given more than 40 talks—and at almost every town and city, his visit was broadcast, mostly on a local sustaining basis.

Local radio took the initiative at the outset when the President made his first major address—the farm policy speech—in Dexter, Iowa, Sept. 18. The occasion was the annual plowing contest conducted by WHO Des Moines, whose farm director, Herb Plambeck, served as master of ceremonies and introduced the President to 100,000 farmers and their families. Col. B. J. Palmer and Ralph Evans, president and vice president, respectively, of WHO, boarded the Special as Mr. Truman's guests.

There has been less network coverage of the plainly political addresses than usual due to the limited funds of the National Democratic Committee, it was understood. The visit of a President of the United States for most of the 125 cities and towns marked for stops on the 16-day trek, has been an historic event, nonetheless—and local stations are according all-out coverage. It is a natural for special events men.

The President's Denver conservation speech was carried commercially on KLZ Denver. And time allotment for the reclamation and power address at Salt Lake City was forthcoming on KSL and KDYL in that city.

In addition, local Democratic groups have bought up local broadcasts at several other stops, building quarter or half-hour programs around the brief platform talks by the President. KFXJ Grand Junction, Col., and KFBK Sacramento carried such broadcasts.

After clearing in advance with the Secret Service prior to the Special's arrival, stations lift their microphones up to the podium on the platform rail of the President's car. This shelf is equipped with strong spring clips into which the microphones can be fitted in a matter of seconds. Many of the stations broke out with snappy-colored call letter flags, sometimes to the displeasure of news photographers who whipped out flash-bulbs at every stop.

In other cases, mike men get as close as the crowds will safely permit. As with the Army Air Corps, nothing can stop them. Thus some broadcasts emanated from the tops of freight cars and station sheds. One fearless radio reporter manned a mike while hanging precariously from a signal tower.

Network reporters aboard the

(Continued on page 60)

RELAY RUMPUS

Philco Hits AT&T Action

PHILCO CORP. last week started injunction proceedings against American Telephone and Telegraph Co. charging the AT&T with violations of the Federal Communications Act and urging the U. S. District Court to compel the common carrier to relay its programs.

According to the suit filed last Tuesday, AT&T is seeking to "coerce and compel Philco to abandon the use of its own relay and make a connection with AT&T's carrier facility in Philadelphia."

Specifically, the suit alleged that Philco wishes to originate a program in Philadelphia, carry it to New York, via its own relay, and then use AT&T facilities to send it on to Boston. It charged that AT&T wanted to use its facilities for the whole route.

Program involved was Dr. Roy K. Marshall's *The Nature of Things*, which WPTZ originates for NBC at 8:15 p.m. Thursdays. Philco carried the program to New York over its own relay and then asked AT&T to carry it to Boston. Twice in successive weeks AT&T refused, it was alleged.

Grid Pickup Complaint

Another complaint was the Philco charge that AT&T had notified the National Broadcasting Co. that it would transmit the Army-Villanova football telecast Saturday (Sept. 25) from West Point for NBC only on condition that NBC deny this program to Philco's television station in Philadelphia.

Television stories, on other pages, in this issue:

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Capt. Eddy Will Direct TV for Meredith Publishing 30
Committee Drafting Code for ITPA 32
Paramount to Extend Theatre TV Service 32
NBC Announces AM, TV Election Coverage Plans 46
WCAU-TV's New Rate Card Reflects Boost 46
RCA 16-Inch TV Tube Planned in Quantity 46
New Type Television Research Is Offered 48
WBAP-TV Makes Debut 54
VA Includes Video in Year's Planning 54
WCBS-TV Boosts Basic Time Rates 54
New RCA Theatre Video Projector to Be Shown 75
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Phillips-Jones Takes Two Fall TV Programs 87

For television personnel changes, programs, etc., see various notes departments in this issue

The suit, stating that AT&T as a common carrier is bound to furnish its facilities, asks that the court order AT&T to carry Dr. Marshall's program to Boston and to compel it to supply WPTZ with the football telecast.

An immediate temporary order was asked, but Judge William H. Kirkpatrick set argument for a later date (Sept. 24) in order to to give AT&T time to prepare an answer.

The suit was filed by Charles T. Thompson of the law firm of Ballard, Spahr, Andrews and Ingersoll, Philadephia. He said that the same dispute is due to be heard this week by the FCC provided the Philadelphia court does not assume jurisdiction in the meantime.

Asked for an outline of its position, AT&T issued the following statement to BROADCASTING:

1. FCC Tariff 216 of the AT&T Co. provides that its interexchange video channel facilities may be connected by the customer with the interexchange video channel facilities of others only when the telephone company cannot, upon reasonable advance notice from the customer, make available video channel facilities for through transmission.

The restriction on interconnections contained in this tariff is similar to restrictions contained for many years in tariffs covering other services offered by the telephone company, including the AT&T Co. tariff covering channels for program transmission in connection with radio broadcasting.

In the case involved in this litigation, Philco has radio relay facilities for television between New York and Philadelphia which they wish to have interconnected with AT&T facilities between New York and Boston or other points. Such connection was not permitted by the provision of the above tariff because facilities of the AT&T Co. were available and could be provided between New York and Philadelphia.

2. It is the position of the AT&T Co. that this provision of the tariff is essential to the development of nationwide television network service at reasonable rates. The company intends to give the best possible network service and its ability to transmit television programs could be adversely affected by the use of facilities over which it had no supervision.

3. The above mentioned tariff is now under consideration by the FCC in their Docket 8963, to which AT&T and Western Union are respondents. Philco Corp. has intervened in this case which is scheduled for hearing on Sept. 28.

A spokesman of the telephone company explained that since it has the responsibility of providing service in all parts of the country, over all types of terrain, AT&T takes the view that it should be protected from competition operating only in thickly populated easy-to-serve areas and that the rates for service should be averaged for the country. This philosophy was adopted for telephone service, he said, but is equally applicable to network service for sound and video broadcasters. He added that the company's engineers dislike accepting responsibility for facilities over which they have no control, making it plain that this is a general principle and in no sense a comment on, or criticism of, Philco's radio relay service.

NBC officially is maintaining a neutral position in the matter and last week answered all queries with "no comment."

WSB-TV IN ATLANTA OPENING ON SEPT. 29

WSB-TV Atlanta will start operation Sept. 29 on Channel 8, 180-186 mc, the station reports. Opening day ceremonies will be divided into three segments: official opening, preview of WSB-TV programs and full length motion picture.

During the official opening Dr. Munroe Willey will pronounce the invocation and benediction. Other Atlanta officials to appear on WSB-TV are: Gov. M. E. Thompson; Gov.-Elect Herman Talmadge; Mayor William B. Hartsfield; R. L. Doyal, chairman of Fulton County commission; A. L. Zachry, president of Atlanta Chamber of Commerce; Dr. William Paty, chancellor of University System, and Miss Ira Jarrell, superintendent of Atlanta public schools.

During second segment programs to be previewed include: Gilpin Marionettes, *Monkey Business*, a sports show with Thad Horton and Dorothy Kirby, news with Jimmy Bridges and Lee Jordan, Bill Packham's *Pantry Party* and the Sunshine Boys.

The full length feature film selected by Jean Hendrix, WSB-TV film director, is "Cheers for Miss Bishop" with Martha Scott.

TOTAL TV SETS

Half-Million in U. S.

(*See production story page 64*)

AS OF SEPT. 1, there were 540,000 television sets in the U. S., located in cities having a total population of 46,743,100, according to a survey by the NBC research department.

Circulation of sets by cities and the number of television stations on the air in each follow:

City	No. of Stations	Population	Set Circulation
Baltimore	2	1,312,000	18,500
Boston	2	3,116,800	16,500
Buffalo	1	1,069,500	3,700
Chicago	2	4,920,900	37,500
Cincinnati	1	929,100	5,000
Cleveland	1	1,431,500	8,400
Detroit	1	3,057,100	10,400
Los Angeles	3	4,013,300	29,700
Milwaukee	1	932,600	5,200
Minn.-St. Paul	1	1,073,800	3,500
New Haven	1	556,200	6,600
New York	6	12,279,400	260,000
Philadelphia	3	3,400,900	64,400
Richmond	1	303,800	2,200
Salt Lake City	1	251,200	600
Schenectady	1	487,300	8,600
St. Louis	1	1,619,500	9,300
Toledo	1	383,700	1,600
Washington	3	1,326,000	16,600
SUB TOTAL	33	42,464,600	508,300
Atlanta		567,700	1,500
Dallas		545,400	2,200
Dayton		364,100	350
Indianapolis		545,000	200
Louisville		562,400	500
Memphis		415,400	1,000
Miami		333,600	800
Peoria		221,400	200
Providence		723,500	1,500
Others			23,450
GRAND TOTAL		46,743,100	540,000

As noted above, sets have been distributed to several cities where as of the time of this survey no television service yet existed.

Drawn for BROADCASTING by Sid Hix

"He couldn't wait to see it on his set at home".

'PUBLIC INTEREST'

You Define It, Coy Tells Congress

ANSWERING the House Select Committee's interim report attacking FCC's Scott and Port Huron decisions [BROADCASTING, Sept. 20], FCC Chairman Wayne Coy last week called upon Congress to redefine "public interest" if the Commission's conception of it is found to be wrong.

In a personal statement defending the two decisions (*see extracts from text, below*), Mr. Coy said that if FCC's idea of public interest is questionable then it should be "thoroughly reviewed" by Congress and that an appropriate amendment of the Communications Act should be made if such a review shows FCC's conception to be faulty.

For the most part his statement was a reiteration of the position which he and other Commission spokesmen took in the course of the Select Committee's hearings on the two decisions [BROADCASTING, Aug. 9. Sept. 6].

Conflict in Laws

Because of the conflict between state libel laws and the Port Huron decision's view that the federal ban on political censorship is absolute, he repeated, "the FCC does assure broadcasters who are honest and conscientious and who do not use this conflict of state and federal law to favor one political candidate over another that they need not fear any capricious action by the Commission."

The principle of the Scott decision, dealing with atheists' right to air time, is "that the radio broadcast licensee in exercising his judgment as to what is a controversial issue should not deny time over his broadcast facilities for the expression of a particular point of view solely because he does not agree with that point of view," Chairman Coy declared. He denied flatly that the Scott decision gave atheists a right to radio time whenever religious broadcasts are carried.

Mr. Coy's statement was in reply to the report of the Select Committee, headed by Rep. Forest A. Harness (R-Ind.), which contended that the two decisions followed a "dangerous and mischievous line of reasoning," that FCC had indulged in careless language "for some time," and that the controversial language of the decisions should be deleted.

Extracts covering principal points of Chairman Coy's statement follow:

In connection with the Interim Report of the Select Committee to Investigate the FCC which was distributed on Friday afternoon, Sept. 17, for release on Sunday, Sept. 19, 1948, I have the following personal observations to make:

The "Port Huron" Decision

The difficult situation in which American broadcasters have found themselves as a result of Sec. 315 of the Federal Communications Act of 1934, as amended, and its conflict with state libel laws is not the making of the FCC nor does it result from the so-called "Port Huron" decision of the Commission . . .

The provided clause of Sec. 315, "That such licensee shall have no power of censorship over the material broadcast under the provisions of this section," is the pertinent part of the section with respect to the Port Huron decision. Obviously, where a radio broadcast license is subject to criminal and civil prosecution under state laws if he permits defamatory or slanderous remarks to be uttered over his radio facilities, there is a conflict with Sec. 315 of the Communications Act.

The FCC said in the Port Huron decision that provisions of state law must yield to the provisions of the Federally-enacted Sec. 315 of the Communications Act. Because of this view held by the Commission, it was the opinion of the FCC that radio broadcast licensees were not liable under state law for libelous and defamatory remarks made over their radio stations by political candidates.

The FCC does not stand alone in its views about Sec. 315 of the Communications Act. S. 1333, a bill to amend the Communications Act of 1934, as amended, and for other purposes, reported to the Senate of the United States on June 9, 1948, contains the following provisions bearing upon this problem: "The licensee of any station so used shall have no power to censor, alter, or in any manner affect or control the material broadcast under the provisions of this section."

In the report accompanying the reporting of this bill to the Senate, the Senate Committee on Interstate and Foreign Commerce said with respect to this section:

"The flat prohibition against the licensee of any station exercising any censorship authority over any political or public question discussion is retained and emphasized. This means that the Commission cannot itself or by rule or regulation require the licensee to censor, alter, or in any manner affiect or control the subject matter of any such broadcast and the licensee may not in his own discretion exercise any such censorship authority."

. . . S. 1333 includes a further provision as follows: "PROVIDED, That licensees shall not be liable in any civil or criminal action in any local, state or federal court because of any material broadcast under the provisions of this section except as to such material as may be personally uttered by the licensee or persons under his control."

The question of whether or not a licensee is liable for libel uttered by political candidates over his radio facilities represents the conflict between Section 315 of the present Communications Act and state laws with respect to libel. The FCC's opinion is that the present Act saves the licensee from liability for libel under state law.

However, many of the states continue to assert their jurisdiction in this matter. There is a real conflict. Because of the conflict the FCC does assure broadcasters who are honest and conscientious and who do not use this conflict of state and federal law to favor one political candidate over another that they need not fear any capricious action by the Commission.

The question which needs to be settled by an act of Congress is the question of whether the broadcaster is liable under the libel laws of his state —not whether he can censor or not. The law as it now stands clearly says he cannot censor . . .

The "Scott" Decision

The Scott decision does not say that when a radio station carries religious broadcasts, atheists or persons or groups with simiar views are entitled to radio time for the expression of their views. I say this with full knowledge that some persons have misinterpreted the Scott decision to hold opposite views to those expressed in the preceding sentence. But let the pertinent part of the decision in this regard speak for itself.

The Scott decision says:

"Every idea does not rise to the dignity of a 'public controversy,' and every organization, regardless of membership or the seriousness of its purposes, is not per se entitled to time on the air. But an organization or idea may be projected into the realm of controversy by virtue of being attacked. The holders of a belief should not be denied the right to answer attacks upon them or their belief soley because they are few in number.

"The fact that a licensee's duty to make time available for the presentation of opposing views on current controversial issues of public importance may not extend to all possible differences of opinion within the ambit of human contemplation cannot serve as the basis for any rigid policy that time shall be denied for the presentation of views which may have a high degree of unpopularity. The criterion of the public interest in the field of broadcasting clearly precludes a policy of making radio wholly unavailable as a

(Continued on page 62)

CERTIFICATES of commendation in recognition of ABC's cooperation in the recruiting program of the National Guard are awarded to Mark Woods (r), ABC president, and Paul Whiteman, vice president and director of music for ABC, by Maj. Ralph E. Pearson, representing the National Guard Bureau.

FCC PROBE PLANS

P. R. Main Problem

THE FUTURE course of the House Select Committee Investigating the FCC will be mapped this week during conferences between the Committee's chairman, its general counsel and members.

Rep. Forest A. Harness (R-Ind.), chairman of the House Committee, is scheduled to return to Washington Friday (Oct. 1) and will call the Committee sessions, Frank T. Bow, general counsel of the committee, revealed.

FCC was assailed by the Committee a fortnight ago in a scathing interim report to Congress [BROADCASTING, Sept. 20]. The Committee charged that the Commission had exceeded its authority and invaded the legislative field by embarking upon "a dangerous and mischievous line of reasoning" in its Port Huron decision on political broadcasts and its Scott decision, dealing with atheists' rights to radio time.

It was not known to what extent investigators had examined the FCC's controversial Blue Book, prescribing a programming formula for broadcasters. Some observers were confident, however, that this might be one of the next subjects taken up by the Committee in public hearings.

In some quarters it was felt that the immediate concern of the Committee was the 14-month-old FCC grant of a government-controlled station—WIPR—in Puerto Rico.

Thomas Muniz, president of the Puerto Rico Broadcasters Assn., in Washington last Wednesday, conferred with Committee investigators and with A. D. Willard Jr., NAB executive vice president.

Probe Underway

The Committee launched an investigation into the insular grant after receiving complaints from 20 of the island's 22 broadcasters. A complete investigation of the grant was urged recently also by Goar Mestre of Cuba, newly-elected president of the Inter-American Broadcasting Assn. [BROADCASTING, Sept. 13].

Private broadcasters of the island feel the grant for WIPR, 10-kw government outlet on 940 kc, will jeopardize their commercial operations.

They contend, through the insular association, that they will be forced to compete with a commercial station that pays no taxes and is supported by tax funds. Jose Ramon Quinones, president of WAPA San Juan, told the NAB convention in Los Angeles last May that operation of a station by the insular government posed a threat to private operation.

Mr. Muniz, who is secretary and manager of WIAC San Juan, left Washington last Wednesday to await developments. The association plans to file a statement with the FCC explaining the whole situation and showing why the station should not be granted.

WIPR has been under construction nearly a year. It has a CP for 10 kw on 940 kc.

Puerto Rican stations failed to protest the original WIPR application in 1946, according to Mr. Muniz, because they were not yet organized.

Puerto Rican government departments have been given lavish amounts of time by private stations, according to Mr. Muniz. Agencies benefiting have been the Dept. of Education, Dept. of Agriculture, Dept. of Labor, U. of Puerto Rico and others. He said they have been given "all the help they want."

WITH'S MEMO

WITH Baltimore has giveaway programs but will be happy to give them up if the FCC adopts proposed anti-lottery rules, and other stations abandon such programs, the FCC was told in a memorandum filed by WITH Friday.

Paul A. Porter, former FCC chairman and now a member of the law firm of Arnold, Fortas & Porter, wrote the 42-page memorandum, in which the FCC's power to adopt anti-lottery rules is supported.

The Baltimore independent's memorandum goes centuries back into legal and lottery lore to provide background for documented arguments in which evils of gaming devices are cited and regulatory powers of the FCC are supported.

Special target of the statement is the contention that the FCC has been shorn of its lottery-control powers by transfer of Section 316 to the Criminal Code. Cited are large numbers of functions of other government agencies where similar transfers have been made in the codification process, Mr. Porter arguing Congress had no intention of impairing the substance of the Communications Act.

Listener Appeal

WITH would like to be free to appeal for listeners solely through the quality of its programs, it is argued, fearing that if giveaways are not checked they will lead to lower program standards. WITH is operated by Thomas G. Tinsley Jr.

"Broadcasting is a medium which can survive and expand on the merits of its own service and does not require devious hypodermics to stimulate public acceptance," WITH contends. "WITH firmly believes that 'forced listening' if carried to its ultimate can have only the result of reducing broadcasting to a cheap and unsavory medium of advertising and debase its proven value as an instrument of commercial utility, public entertainment and enlightenment."

Failure of the FCC to act, says WITH, "will be construed as an invitation to the exercise of ingenious evasion by a minority of broadcasters who are unwilling to compete in the market place on merit and further degradation of program standards would seem inevitable."

Extensive arguments and citations are offered to support the FCC's power to issue the proposed lottery regulations despite the transfer of Section 316 to the Criminal Code. Parallel situations in the Communications Act, such as political broadcasts, are cited, with emphasis on the increasing importance given by the courts to legislative intent.

Suggests Course

The FCC can meet the lottery problem by setting for hearing the licenses of all stations engaging in practices the proposed rules would prohibit, WITH suggests, anticipating "widespread consternation and anguished criticism from the great majority of broadcasters." It is also suggested the Commission has been "derelict" in permitting growth of this type of broadcast.

In arguments built around Section 316, it is noted that imposition of criminal penalties for specified acts does not accord immunity from administrative control. "The act of codification is not an act for the wrecking of administration agencies," it is contended.

FCC has both the power and the duty to issue the proposed lottery rules upon a finding that the condemned practice has become sufficiently widespread to warrant specific regulations, WITH argues.

Transfer of Section 316 to the code "underscores the fact that the conduct of a lottery is a crime," says WITH, which holds the FCC is under a legal duty to prevent such broadcasts. "The crime cannot be committed unless the Commission lends the instrument."

'Largely Academic'

Argument that Section 326 of the Act, forbidding censorship, stops the FCC from issuing the proposed rules is passed off as "largely academic."

"Broadcasters—and their sponsors—under the proposed rules will be just as free, as they would without them, to put on quizzes, to stop the music, to parade esoteric information, to induce human beings to put their intellectual processes on exhibition, or to serve up from these and other elements what seems to them good, proper, or rightfully commercial," says WITH. "But they must no longer frame such programs within the covers of a gift enterprise."

The history and moral aspects of lotteries and lottery laws are reviewed at length by WITH. The station contends that the moral code, enacted into federal and state law, imposes "a strict and broad prohibition upon lotteries." The station continues: "Tolerance is to be accorded to gaming only where it is strictly a private matter and does not lend itself to police regulation. From its very nature, as an organized activity catering for trade, it cannot be left to the private promoter."

WITH takes the stand that the gift enterprises and schemes at which the proposed rules are aimed fall squarely within the legal definition of a lottery. It describes them as "the old advertising lottery adapted to the distinctive circumstances of radio broadcasting."

Grafting of the gift technique on programs makes them an instrument in the sale of merchandise, it is charged. The three elements of a lottery—chance, prize and consideration—are said to be present in gift programs, completely satisfying the law.

Says FCC Has Lottery Powers

STANTON NAMES AAW ACTIVITIES CHAIRMEN

SEVEN CHAIRMEN have been named by Advertising Assn. of the West President Gilbert L. Stanton to lead the groups advertising and business program.

Those appointed are: Charles H. Ferguson, vice president in charge of BBDO, San Francisco, public activities; Don Belding, chairman of board, Foote, Cone & Belding, Los Angeles, advertising commission; Robert J. McAndrews, promotion director Young & Rubicam, Hollywood, publicity; Mrs. Claire Drew Forbes, Forbes Adv., Santa Barbara, senior advisor for junior division; George Weber, vice president, Mac Wilkins, Cole & Weber, Seattle, program chairman for Vancouver convention; Howard Willoughby *Sunset Magazine*, San Francisco, finance committee: Gerard C. MacCallum, Round-up Grocery Co., Spokane, school committee.

Association will hold mid-winter conference at Santa Barbara, Jan. 23-26, and 46th annual convention in Vancouver, B. C., June 26-29.

NIGHTTIME PACKAGE SHOW IS ORGANIZED

AIMING at nighttime driving audience from California through Arizona, Pioneer Broadcasting has been organized, with Robert E. Morris as president and general manager. Programs will be broadcast from midnight to 6 a.m. Stations which will tie together starting Oct. 1, are: KPHO Phoenix, KCUB Blythe, KGI San Fernando, KCNA Tucson, KROP Brawley, KVOE Santa Ana, KWRZ Flagstaff, KREO Indio, KYUM Yuma, KPRO Riverside, KSON San Diego. All programming will be fed by line from Los Angeles.

Base rate for one hour once weekly via all 11 stations on 52-week basis is $238.

Sales will be based on the total package. Sales story will be predicated on heavy tourist driving between Arizona and California to escape daytime desert heat.

DUAL IDENTIFICATION

BMB Urges Its Ban

FIRST blow at the double call letter practice ("This is WWWW and WWWW-FM") was aimed last week at AM-FM stations by BMB.

The industry research group has proposed to NAB that the association ask the FCC to issue a rule banning the practice.

Meeting last Monday in New York, the BMB board sharply criticized double call letters. BMB objects to the dual calls because they cause confusion in conducting audience surveys.

BMB did not go direct to the FCC with its complaint, however, feeling that its advertiser and agency board members are not directly affected. The research organization feels that NAB, as station spokesman, should take the action.

A letter asking NAB to act on dual identification was sent to NAB President Justin Miller, now on the West Coast following the series of district meetings that ended a week ago. It is expected Judge Miller will submit the matter to the NAB board.

Practically all board members representing AM stations also have FM outlets and many of them are understood to use the double calls.

FM Assn. may take up the question at its three-day convention starting today (Sept. 27) in Chicago. Many FM stations are affiliates of AM outlets using double identification.

Everett L. Dillard, FMA's retiring president, said the dual calls have provided one of FM's strongest promotion devices. Millions of listeners have become familiar with the term "FM" through AM station breaks.

On the other hand, many persons contend that the double letters are both deceptive and confusing. They argue that large numbers of listeners who have AM-only sets actually believe they are listening to FM. On behalf of FM's high-fidelity advocates, it is maintained that the public will never learn to desire FM's staticless signal if they identify AM broadcasts with FM calls.

BMB spokesmen called double identification "a troubling research problem" and pointed out that BMB's new ballot includes space for listing of dial location as well as call letters for each station.

The dial location device in most cases reveals whether the FM station listing actually is an AM outlet using double call letters.

NAB DIST. 17 cocktail party photographer snapped this group of Spokane and Portland station executives. Seated (l to r): Harvey Wixon, KGA Spokane manager; Wallace Brazeal, vice president of KHQ Spokane; Tom Swafford, assistant general manager, KPOJ Portland; Richard Brown, KPOJ general manager; Harry Lantry, KNEW Spokane general manager; R. G. McBroom, KFIO Spokane general manager. Standing: Robert H. Wesson (l), national sales manager of KHQ, and Cole E. Wylie, KREM Spokane general manager.

SEVERAL NAB officials and station executives talking things over at cocktail party given at the Early Birds Club, Spokane, during the NAB District 17 meeting are (l to r) Harry Spence, president of KXRO Aberdeen, Wash., and District 17 director; Judge Justin Miller, NAB president; S. W. McCready, general manager of KUGN Eugene, Ore.; C. O. Fisher, assistant general manager of KUGN; Harold Fair, director of NAB Program Dept.; and Richard (Dick) Doherty, director of NAB Employer-Employe Relations Dept.

AFM OFFER

Legality Doubts Arise During Lull

WELFARE FUND technique proposed by AFM President James C. Petrillo awaits ruling by at least two governmental agencies as to its legality under the Taft-Hartley Act [BROADCASTING, Sept. 20].

The Petrillo plan involves a trusteeship arrangement for administration of a royalty fund based on sales of records and transcriptions.

Favorable rulings by federal agencies would lead to resumption of AFM-recorder negotiations, it is believed. However, legal specialists in Washington have voiced some doubt about the Petrillo idea though they had not yet had a chance to study its details.

Checks at the Dept. of Justice, Treasury and National Labor Relations Board in Washington failed to produce any light on the whereabouts of any requests for interpretation of the fund's legality. At NLRB it was stated that the requests might have been made at a regional office.

Possibility developed last week that the Industry Music Committee might meet soon with the union president. NAB President Justin Miller and Richard P. Doherty, NAB director of employe-employer relations, were expected back at Washington headquarters this week following the second segment of NAB district meetings.

Pending before regional offices of NLRB are complaints by two transcription manufacturers charging the AFM with secondary boycott, refusal to live up to terms of contracts and other charges.

Source of Funds

It was explained informally in Washington that trustee royalty funds appear to be legal when the same employes who donate the money also receive benefits.

In the case of coal miners, payments into the trustee's fund are based on a per-ton fee, with all members of the union entitled to benefits and the mine owners actually providing aid for their own employes. The fur industry has a somewhat similar operation, but all employes are eligible for benefits.

Complicating the Petrillo proposal is the fact that the desire of Petrillo apparently is to collect from recording companies royalties based on services of recording musicians, place disbursement in the hands of a trustee and then pay the benefits to non-recording musicians.

T-H Provision

The question, it is pointed out, centers around the Taft-Hartley provision forbidding dissemination of money from a welfare fund to people who do not contribute to the fund.

Thus the independent trustee concept, while accepted as legal in itself, doesn't necessarily provide a device that would put the Petrillo plan outside the Taft-Hartley ban, according to legal observers, especially if the union exercises control over the disbursement of benefits. The whole matter could hinge on this matter of AFM influence over the way funds are disbursed.

GOP TV Program

AN AUDIENCE participation television program was to open the Women's National Republican Club campaign for Dewey and Warren on Friday night, Sept. 24. The 15-minute show on WNBT New York was to have originated at the club's New York headquarters and had as principal speakers Mrs. Charles W. Weis Jr., associate chairman of the campaign; Mrs. John Davis Lodge and Colonel Frederick V. P. Bryan.

C-P-P JINGLES
Contests Spearhead Campaign For Super Suds

SIX weekly jingle contests, with awards of four new Ford cars each week, will help to spearhead the Colgate-Palmolive-Peet fall promotion campaign for Super Suds. Spots and chain breaks in one-minute announcements are currently being distributed throughout the country.

Contests will begin Oct. 3 and run through Nov. 20. A total of 24 Fords and 1,548 additional prizes will be awarded, including GE Rotary Ironers, hand irons and 900 separate awards of a full year's supply of the soap powder.

The switch of *Blondie* to the full NBC network, starting Wednesday, Oct. 6, 8-8:30 p.m. is part of the stepped-up promotion. William Esty & Co. is the agency.

Frankel Named to Head Radio at Murphy - Lillis

MURPHY-LILLIS INC., New York, producers of motion pictures for television and industrial use, has established a radio department headed by Mortimer Frankel, former associate script editor for CBS.

The new department's first contract has been signed with Adelaide Hawley, fashion commentator, for a five-minute program titled *Fashion Flashes*, starting next month.

Fashion Flashes will be transcribed for local broadcast on about 75 stations

Stations to Get Invite From '5th Network' Soon

FOLLOWING the "go-ahead" signal from "Fifth Network" officials in the East, George Roesler, sales manager of Radio America Inc. [BROADCASTING, Aug. 30, Sept. 6] made plans in Chicago late last week to attend broadcasters' conclaves next month to line up stations for the new network.

Sessions will include those of NAB Districts 13, 6 and 5, and meetings of the Mississippi and Kentucky Broadcasting Assns.

Eddy Will Direct TV for Meredith
Iowa Magazine Publishers Retain Head of Television Assoc.

CAPT. WILLIAM C. EDDY, president of Television Assoc. Inc., Chicago, has been retained as director of television activities for Meredith Publishing Co., Des Moines, publishers of *Better Homes & Gardens* and *Successful Farming* magazines.

In making the announcement yesterday (Sept. 26), E. T. Meredith, vice president and general manager of the publishing firm, said Capt. Eddy's "great contribution to the art and technique of television is evidenced by his more than 100 television, radio and electronics patents."

Capt. Eddy, under whose direction some 86,000 radio and radar technicians were trained during the war, resigned recently after nine years of directing television operations of Paramount Pictures' Chicago outlet, WBKB.

Meredith Publishing Co. has one television station under construction in Syracuse, N. Y., and applications pending for channels in two other New York cities, Rochester and Albany [BROADCASTING, May 3, April 19].

The Syracuse station will operate on Channel 8 (180-186 mc) with 15 kw visual and 7.5 kw aural. Meredith's Rochester application is for Channel 11 (198-204 mc) and its Albany application for Channel 9 (186-192 mc).

WABD Appointment

ROY PASSMAN, former program and operations manager of WOL Washington, has been appointed assistant to Leonard Hole, general manager of WABD New York, DuMont video station. Beginning as a page boy at CBS in 1934, Mr. Passman had advanced to assistant director of program operations for the network by 1943, when he joined OWI for overseas service with ABSIE. He returned to CBS after the war as director of operations for WTOP Washington, transferring to WOL last year.

Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson. The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

RADIO TREATY

U. S. Takes Beating in Europe

By J. FRANK BEATTY

UNCLE SAM will lose his electronic shirt in Occupied Germany under terms of a new European broadcasting treaty.

The convention was adopted at the European Conference of Copenhagen, which adjourned Sept. 15 after two months of diplomatic juggling led by Russia.

Scars of the Copenhagen fracas will be carried into the High-Frequency Conference, now in the preparatory stage at Mexico City, and may have a profound impact on that meeting when it opens Oct. 22.

Almost revolutionary were some of the actions taken at Copenhagen. Their practical effect on standard broadcasting in Europe is open to doubt, according to observers, due to the fact that 24 of the 25 approving nations attached their signatures with reservations.

In brief, the treaty includes these potent provisions:

- Narrows channel width from 10 to 8 or 9 kc.
- Adds more channels due to narrowing.
- All the gravy grabbed by Russia, Great Britain and France.
- U. S. cut from 13 to 3 channels in Occupied Germany.

Of 32 nations taking part in proceedings, seven refused to sign. They were Austria, Egypt, Iceland, Luxembourg, Sweden, Syria and Turkey.

Of the 25 nations that signed, all but one added reservations which could reduce the treaty to a scrap of paper by the time it goes into effect in March 1950.

The United States attended as an observer because of its interest in Occupied Germany. The American delegation has protested vigorously against the deal handed it by European powers.

Luxembourg's spokesmen told the conference the nation simply wouldn't observe the treaty. It, too, took a beating.

Great Britain and France led the successful fight for narrowing the channel widths to 8 and 9 kc. Russia held out for 10 kc. In affixing its signature to the treaty, Russia announced that if any nation violated any of the terms it then would feel free to ignore the compact.

Russia said its reservation applies to acts by non-signatory European powers, according to word from Copenhagen. Thus if Luxembourg carried out its threat, Russia would be in a position to enforce its reservation.

The narrowing of the broadcast channel will provide a few more facilities for European nations though impairing signal quality. High-fidelity is not paramount to nations desiring to broadcast purely for propaganda purposes, since talking can be done even on a much narrower channel, it is pointed out.

Under treaty terms, the band width will be 9 kc between 529 and 1538 kc, narrowing to 8 kc from 1538 to 1602 kc. In the long-wave European band (155-281 kc) the separation is 9 kc, which applies also to the special 420, 433 and 520-kc channels enjoyed by certain nations.

In general the Copenhagen convention is patterned after the 1933 Lucerne treaty which was in effect prior to World War II. The Montreux treaty adopted in 1938 never went into effect because of the war.

The Copenhagen meeting was originally scheduled to end Aug. 15. According to word from Denmark, the Russian delegates dragged out proceedings, leading to postponement of adjournment until Sept. 10. The job of drafting a plan was placed in the hands of a working committee consisting of Russia, Great Britain, France and Yugoslavia. The last-named comes within the Russian sphere, giving the Soviets half the committee.

Submission of the plan was put off until 8 p.m. Sept. 10, permitting little chance to study and discuss its provisions. Small nations felt they had been taken for a ride, and Russia thereupon charged they were trying to sabotage proceedings. Spain was not permitted to take part in the conference.

Great Britain and France also lost frequencies in occupied Germany, but they prefer to cover from their home stations and suffer no actual loss while enjoying gains as a result of the channel narrowing. Frequencies were taken away from Germany on the theory that the nation started the war and therefore should be punished. Argument that the stations in occupied Germany are not German, and that there really isn't a German nation any more, failed to sway the powers.

That the U. S. won't be trampled under is foreseen in action by our delegation in refusing to accept its loss of German frequencies without protest.

The American delegation of observers consisted of Robert R. Burton, associate chief, High Frequency Group, State Dept., chairman; Richard J. Condon, Civil Affairs Division, Dept. of Army, vice chairman; John N. Plakias, first secretary, U. S. Embassy in Paris; Charles Lewis and Edward Martin, Office of Military Government, Berlin.

ITPA CODE

Steering Committee Drafting Rules

STEERING committee of the newly-formed Independent Television Producers Assn. is drafting a code of practice for the group whose membership was reported to include some 75% of video program producers outside of those employed by TV stations or advertising agencies.

ITPA was organized Sept. 15 at a meeting of about 100 producers in New York and corporate papers will be filed in that state. Group endorsed the idea of organizing as a professional organization with the primary purpose of establishing professional standards for the members' mutual protection and to insure the best possible programming.

Group authorized the steering committee to draft a uniform clause covering rights, royalties, time limitations, rebroadcasts by kinescopic recordings, etc., for inclusion in all contracts with TV broadcasters, and a standard distribution agreement covering the use of filmed programs. Members also voted to set up a uniform code for visual credits on the air.

ITPA approved the principle of full cooperation with advertising agencies in promoting the use of television by advertisers. Plans were also made for a working arrangement with the Associated Actors and Artists of America, parent group of the AFL talent unions, whereby ITPA will be represented at AAAA.

Approval was also voted for a suggestion that ITPA present a weekly half-hour program on one of the TV networks, with the dual purpose of making a contribution to the public entertainment and of auditioning programs of ITPA members to prospective sponsors.

Pro-tem officers elected were: Martin Gosch, head of his own production company, president Irvin Paul Sulds, also head of his own firm, vice president; Nathan M. Rudich, Gainsborough Assoc., secretary; Henry White, World Video, treasurer.

Steering committee members are: Charles Basch, Charles Basch Productions; Judy Dupuy, Video Events; Stanley Simmons, North American Video; Arthur Ehrlich, Ehrlich & O'Malley; Johnny Graff of his own firm; Jack Levine of his own firm; Oland Hollingsworth, H, B & K films for television; Oliver Nicoll, Radio Features of America; Bernard Sackett, Bernard Sackett Productions, Philadelphia.

Membership dues in ITPA were tentatively set at $250 a year. Headquarters will be established in New York, although organization will operate on a national basis. Group will maintain a clearing house for program ideas, titles, formats, etc., for reference of members.

HARMONI-CAT FIGHT

Group Joins AFM, Averting Trouble for WENR-TV

AFM LOCAL 10, Chicago, threatened to torpedo the finale of the WENR-TV Chicago premiere Sept. 17 by refusing to allow a local 60-piece orchestra to play "Rhapsody in Blue" under the direction of Paul Whiteman, unless the famous mouth-organ players, Harmonicats, joined the AFM, it was learned shortly after the WENR-TV inaugural.

At the urging of Carl Bauman, vice president of Local 10, the Harmonicats, who preceded "Rhapsody" on the program by 45 minutes, resigned from the American Guild of Variety Artists and joined AFM. They are reported to have signed less than two hours before the program got under way.

AFM voted at the recent convention in Asbury Park, N. J., that harmonica players could become AFM members if they chose, but it was understood they were not obligated to join. Action of Mr. Bauman in insisting that the Harmonicats join was considered irregular by Chicago TV men in view of fact the aggregation played on the *Texaco Star Theater* TV show recently in New York without interference.

PARAMOUNT EXTENDS THEATRE TV SERVICE

PARAMOUNT Pictures, which last spring inaugurated large screen theatre television at the Paramount Theatre in New York [BROADCASTING, April 19], is preparing to install similar equipment in its theatres in Los Angeles and Chicago. Equipment has been delivered and is now being tested, and installation should be completed in both cities by the end of October.

Equipment utilized by Paramount includes a fast-developing film process which records the video programs received at the theatre on film for projection over the theatre's regular system within 66 seconds of the time of reception. The filming process permits the video pickups to be shown either immediately following reception or to be held until the conclusion of a feature picture or at any time appropriate in view of the theatre's regular movie program schedule.

Paramount, through its video subsidiary, Television Productions, also has made its New York film recording apparatus available to advertisers or others who want their live video programs recorded for rebroadcast use on other than the original station or network. Company, with its new installations, will be able to offer similar service for programs originating in the Chicago and Los Angeles areas as well as in New York.

WMPS

MEMPHIS

Announces

the Appointment of

RADIO REPRESENTATIVES, Inc.

As Their National Representatives

EFFECTIVE IMMEDIATELY

•

WMPS

680 K.C. - 10,000 W Day - 5,000 W Night

Affiliated with American Broadcasting Company

•

GALA premiere of WENR-TV Chicago, ABC's second video station, last Friday night was opened by introduction via TV cameras of Lt. Gov. Hugh Cross of Illinois (l), Edward J. Noble, chairman of the network's board of directors, and Mark Woods, ABC president, who discussed station opening before an estimated million Chicago-area televiewers.

MIDWEST TV

ABC and NBC Air First in Area

MIDWEST NETWORK television was launched Monday by both ABC and NBC, the former scoring two aces by airing the first network and first commercial network show from WENR-TV Chicago at 6 p.m. (CDT). An hour later, NBC inaugurated its Midwest service from KSD-TV St. Louis.

ABC's premiere program, a half-hour variety show sponsored by the Admiral Corp., was the first TV network fare to be aired over WEWS Cleveland, WTMJ-TV Milwaukee, and WBEN-TV Buffalo, as well as WENR-TV Chicago. The Cleveland station is exclusively an ABC television affiliate, while WTMJ-TV and WBEN-TV are affiliated with both ABC and NBC.

After showing the Admiral program on ABC, the Milwaukee and Buffalo stations, whose AM affiliates are NBC, shifted to that network's St. Louis premiere. They continued to show the NBC program, as did WSPD-TV Toledo and WWJ-TV Detroit despite the fact ABC had two network programs available later in the evening. WEWS, however, aired the two—*Stump the Authors*, 7:30-8, and *WENR-TVarieties*, 8-9.

Trammell Remarks

The NBC inaugural was divided into four parts. At 7 p.m. Niles Trammell, network president, delivered a dedicatory speech on film (he was enroute to the NBC affiliates Sun Valley convention at the time). Announcer Bob Trout followed with a recapitulation of NBC's TV news operations.

From 7:30 to 8:30 film excerpts from NBC's East Coast network video shows were shown from St. Louis, followed by a half-hour program of interviews originating at each of the five stations in the hook-up. At a special reception in Chicago's NBC studios, an interview from St. Louis featured Benson Ford, vice president of the Ford Motor Co. and Frank Eschen, special events director of KSD-TV.

Wind-up of the NBC premiere was a gala variety show with Jinx Falkenburg as mistress of ceremonies and featuring Jane Pickens, Willie Howard, Jerry Bergen, Buck and Bubbles, the Art Van Damme instrumental quintet, the Whirlwinds roller skaters, and Russ David's KSD orchestra.

The network opener on WENR-TV presented the Prairie Ramblers, hill-billy instrumentalists; Mary Jane Johnson and the Dezurik sisters, vocalist and guitarists; the James Indians, from the Santa Fe railroad's exhibit at the Chicago Railroad Fair; and Johnny Hill, baritone vocalist, as m.c.

ABC has 13 weekly programs scheduled from Chicago. NBC has no immediate plans for future network programming.

In addition, ABC will carry on the four stations which were part of the inaugural hook-up, plus WSPD-TV Toledo, all Notre Dame home football games, beginning with last Saturday's Purdue game. The home schedule is being sponsored by the Admiral Corp. WBKB, the Balaban & Katz TV station, originally contracted for the games but is offering them to ABC "to benefit the television industry as a whole."

Both networks reported hundreds of calls Monday from televiewers in cities along their routes. ABC's Chicago outlet—WENR-TV—said its opening night audience Sept. 17 was "five times greater than that of all other Chicago television stations combined."

WNBQ Chicago, NBC's key video station in the Midwest, put its test pattern on Channel 5 Monday. This signals the approach of regular programming in the "very near future", officials said. Meanwhile it was announced that WMAQ-FM will begin regular operations Oct. 14.

Devaney Is Appointed New Manager of WMIN

FORMAL appointment of Frank M. Devaney as general manager of WMIN St. Paul, to succeed the late Edward Hoffman, was announced Sept. 18 by the executors of Mr. Hoffman's estate. Simultaneously it announced the radio property would not be for sale.

Mr. Devaney

Prior to the death July 31 of Mr. Hoffman, owner and president of WMIN, Mr. Devaney was assistant general manager. He has since been operating WMIN. With the station since its beginning in 1936, he became assistant general manager in 1943.

Advertising Group Expanded by RMA

Stanley H. Manson Reappointed Chairman of Committee

ADVERTISING Committee of Radio Mfrs. Assn., with an expanded membership, was appointed last week by Chairman George M. Gardner, of the RMA Set Division. The committee will direct radio and television set promotion and merchandising activities during the 1948-49 period.

Reappointed chairman was Stanley H. Manson, Stromberg-Carlson Co.'s manager of public relations. Lee Pettit, advertising director of the General Electric Co. Electronics Division, was named vice chairman.

Size of the committee was enlarged due to the growing position of television in the radio industry. The new committee will hold its first meeting Oct. 6 at the Roosevelt Hotel, New York. It is expected to take up plans for National Radio Week, promoted jointly with NAB and other cooperating associations, along with the Radio-in-Every-Room campaign.

New membership of the committee follows:

Mr. Manson, chairman; Mr. Pettit, vice chairman; F. R. Cross, Stewart-Warner Corp.; Guy C. Cyr, Noblitt-Sparks Industries; Robert J. Flanagan, Motorola Inc.; John S. Garceau, Farnsworth Television & Radio Corp.; P. G. Gillig, Emerson Radio & Phonograph Corp.; John F. Gilligan, Philco Corp.; Frank V. Goodman, Andrea Radio Corp.; H. F. Guenin Jr., RCA Victor Division; Earl L. Hadley, Sparks-Withington Co.; John Hoge, U. S. Television Mfg. Corp.; William E. Macke, Zenith Radio Corp.; Pierre F. Marshall, Magnavox Co.; W. B. McGill, Westinghouse Radio Stations Inc.; K. T. Milne, Delco Radio Division; Charles J. Nesbitt, Hallicrafters Co.; E. L. Redden, Crosley Division; Percy L. Schoenan, Olympic Radio & Television; Fred T. Sterritt, Bendix Radio.

OSCAR KATZ, director of research of CBS, will speak on "Television Research" at seventh annual luncheon of The Pulse Inc., to be given Oct. 28 at Biltmore Hotel, New York.

CONFERRING on plans for last Monday's inaugural of NBC's midwest television network were (l to r seated) John Murphy, NBC New York, station relations; George Burbach, general manager, KSD St. Louis; William Hedges, NBC vice president in charge of planning and development; Charles R. Denny, NBC executive vice president; O. B. Hanson, NBC vice president in charge of engineering, and Carleton D. Smith, NBC TV manager. L to r, standing: Harold Grams, program manager, KSD St. Louis; Robert E. Shelby, NBC New York director of TV engineering operations; Jules Herbuveaux, NBC Central Division television manager; I. E. Showerman, NBC vice president in charge of Central Division; E. Y. Flanigan, vice president in charge of operations, WSPD Toledo; Alfred H. Kirchhofer, vice president, WBEN Buffalo; H. C. Luttgens, NBC Central Division chief engineer; Walter Damm, general manager, WTMJ Milwaukee, and Charles Bevis, television manager, WTAM Cleveland.

Now WAGA·CBS In Atlanta

In a blaze of glory, WAGA emerges from an era of independent operation. In nine short months this promotion-minded Georgia station catapulted to a top-most place among the Nation's independent stations.

Just to do it up right, WAGA took over first place in Atlanta mornings and second place afternoons.*

Now, to all this know-how comes Columbia Broadcasting System (where 99,000,000 people gather weekly).

Listeners and time-buyers, alike, are saying, "What a combination!" For availabilities call your local KATZ AGENCY representative.

NOTE: Time buyers—
Add Arthur Godfrey to
WAGA's top morning Hooper.*...
Add Ma Perkins, Aunt
Jenny, Helen Trent, Big Sister and
the complete CBS round up of
dramatic shows to WAGA's top
rated locally produced afternoon
shows and you can't miss!

* see June, July
C.E. Hooper report

waga

CBS Atlanta • 590 Kilocycles • 5,000 Watts

FORT INDUSTRY STATIONS — CBS TEAM-UP WAGA

National Representatives—THE KATZ AGENCY, INC.

SETTLEMENT FOR $4,500 ENDS JACKPOT BATTLE

A SAN DIEGO woman who had been denied a $20,000 giveaway program jackpot she claimed was rightfully hers has won a partial victory over NBC, which has made a $4,500 out-of-court settlement, it was learned last week.

Called last April 24 by Jack Gregson, m.c. on the NBC Western network's *Lynden Show*, Mrs. C. S. Laffoon, of San Diego, said she thought the correct identification for the show's "Treasure Island" was "Swan, or Cygnus [Latin word for swan]." Mr. Gregson said she would have to choose between the two. She chose "Cygnus," and was told the answer was incorrect. A week later the $20,000 jackpot went to a Texas woman who said simply, "Swan Island."

Mrs. Laffoon protested, but NBC, after making an investigation, informed her she had no claim. Eventually she engaged an attorney, and a series of conferences with NBC legal representatives followed.

When the out-of-court settlement was reached it was announced that neither Mrs. Laffoon nor her attorney, David Casey of San Diego, was free to comment because of a contractual agreement with NBC that they would not contribute further to publicity on the case.

WNBW, WBZ-TV Report Augmented TV Schedules

REVISED TV broadcast schedules, looking toward the inclusion of more video programming, were announced last week by WNBW Washington and WBZ-TV Boston and are now in effect.

WNBW schedule, as announced by George Y. Wheeler, NBC Washington program director, and Charles Kelly, WNBW program manager, calls for continuous telecast of programs starting daily at 5:30 p.m., Monday through Friday. On weekday evenings, starting with NBC's *Puppet Playhouse* at that time, WNBW will operate without interruption by test patterns or scenic slides.

WBZ-TV will increase its telecasts from five to seven nights a week, according to W. C. Swartley, station manager. Since the formal opening of the New England station last June 9, WBZ-TV has been operating on a regular schedule, Wednesday through Sunday. Only exception was the inclusion of Boston's major league baseball games on Monday and Tuesday.

WPIX (TV) Signs

STUARTS Clothes, New York (men's clothing), has contracted for 30 one-minute video announcements preceding the New York Ranger hockey game telecasts on WPIX New York. Spots will start Oct. 27 and run through next March. Emil Mogul Co., New York, is the agency.

'GHOST ORDERS' Ready Defense Radio 'Shopping List'

TOP-SECRET plans of the military chiefs of staff for the strategic defense of the nation are being assimilated with data on industrial capacity for translation by National Security Resources Board officials into "ghost orders" to be filled immediately by the communications industry in the event of war.

Plans for civilian defense, prepared by the Civil Defense Planning Board, and the National Munitions Board's complete military blueprint for defense are incorporated in the master plan for strategic defense of the United States, it was learned last week as international relations became even more delicate.

The Defense Department disclosed that the plan, issued to subordinates of the chiefs of staff, is based on the overall strategy developed by the military leaders during a series of conferences, which included sessions at Key West, Fla., and Newport, R. I.

As a starter, the NSRB has already issued 100,000 orders for machine tools. It is presently engaged in studying the master plan and surveys of electronics and communications plants. Its next batch of "ghost orders" will be for electronics and communications equipment, a defense official told BROADCASTING last Thursday. It is expected that the first of these "mothball orders" will be placed in about two months.

Plant Survey

The Munitions Board launched its survey to determine the production potentialities of about 11,000 industrial plants of the nation early this year [BROADCASTING, April 5]. Of these plants 200 produce component electrical and communications parts or smaller finished products and 400 plants manufacture larger finished communications items.

Rumors persist in Washington that allocation of basic materials may be necessary, Authorities have pointed out that if a "freeze" is put on such metals as steel, copper, tungsten and aluminum, it may produce dire consequences for the radio industry during its period of greatest expansion.

Details of the master plan, on which the joint chiefs of staff have been working for almost a year, are secret. The reportedly vast "shopping list" for armed forces material to be filled in the event of war mobilization, was prepared at the suggestion of the Munitions Board, the joint procurement planning agency of the military establishment.

Denying that the plan held any ominus implications, officials said it represented "one of the concrete accomplishments of unification." It was described as the first definite advanced plan of its kind ever prepared in the United States.

Another part of the strategy plan is the gathering of a $700,000,000 stockpile of critical materials, through the Munitions Board. Some of the materials being gathered fall into the category of basic materials used in the manufacture of radio equipment.

The first hint of civilian entrenchments which would be required by the radio industry in the of an emergency was given in a handbook issued by the Munitions Board to its procurement officers dealing with manufacturing companies on allocation of private industrial capacity.

It was pointed out in the booklet that not less than 50% of normal peacetime capacity of any industry plant—exclusive of metal-fabricating industries—should be reserved for civilian needs [BROADCASTING, April 19]. While 12% of the automobiles would be earmarked for civilian use, only 7% of radios, tubes and phonographs manufactured would reach civilian hands. Military forces would receive 87% of all other communications equipment produced.

Although it had been felt that current national defense demands would not handicap the radio industry, except possibly in the case of the available supply of cathode or transmitter tubes, it was not known what effect the inflated national budget proposed for the next year would have on the industry.

An approximate breakdown of the Air Force's $4,981,911,000 budget alone for the current fiscal year ending next June 29 is $108,100,000 for communications and electronics equipment, industrial planning and guided missiles.

WBAL Presses Action In Baltimore Gag Fight

WBAL Baltimore last week filed a demand for particulars in Baltimore Criminal Court in connection with contempt-of-court citations issued against four stations and a commentator by the court. The citations charged violation of the "Baltimore gag" rule forbidding publication of certain material involving persons under indictment [BROADCASTING, July 26].

Hearst Radio Inc., operating WBAL, through Attorney Karl F. Steinman asked the court for particulars. Similar demand has been made by WCBM Baltimore, also cited for contempt in connection with newscasts concerning the conduct of Eugene James, since convicted on a murder charge.

WBAL asked for details of the alleged violation, said to have occurred July 8; what rule of the Supreme Bench was violated, and sought specific information on material charged with being in contempt.

Model Recordings Are Contest Aids

FIVE transcribed broadcasts by eminent Americans will be distributed to all stations as models for high school students competing in the second "Voice of Democracy" contest during National Radio Week, Nov. 14-20.

The five-minute discs are being produced by the NAB Dept. of Public Relations, sponsoring the contest with the Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

Eligible to enter the contest are juniors and seniors (or 10th, 11th and 12th grade pupils). They will write and voice five-minute broadcast scripts on the subject, "I Speak for Democracy."

Contests will begin during Radio Week on the community level, with radio dealers donating prizes. They will continue by transcription on the state level, with Junior Chamber judges, and wind up with national judging.

In one of the five minute model programs, the voice of James Stewart, film actor, is accompanied by barking of a dog and ringing of a telephone. The background effects were not planned, but are said to aid the dramatic effect of his voice. The talk was recorded in the actor's home. His subject is "Platform for Democracy."

Others who transcribed model talks for broadcast were Justin Miller, NAB president, on "Freedom of Expression"; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains, on "Freedom of Worship"; Paul Ragwell, president, Junior Chamber, on "Democracy at Work"; Dr. John W. Studebaker, former U. S. Commissioner of Education, on "Education for Democracy."

The first contest last year drew over 20,000 entries from 40 states and Alaska. Four winners received university scholarships as prizes. The contest is endorsed by the U. S. Office of Education and is expected to attract a much larger entry list this year.

Three ABC Co-op Shows Sold in Week by WCOP

SALE of three ABC co-op shows within a week by WCOP Boston was announced by the station's general manager, Craig Lawrence, last Thursday. Contracts are with Lafayette Radio Corp. for *Gangbusters*, Chevrolet Dealers' Assn. for *America's Town Meeting* and Stetson Fuel Co. for the Harry Wismer sports show.

Included in fall business at WCOP, Mr. Lawrence said, are new spot campaigns and participations for such advertisers as Standard Brands, General Foods, Groves Laboratories, Penick & Ford, Cocilanna Inc., American Home Products, Personal Products Corp., Garrett & Co., and Cat's Paw Rubber Co.

the best Market in Dixie* has heard

"This is REBEL"

"This is REBEL"

"This is REBEL"

"This is REBEL"

"This is REBEL"

Over 18,250 Times

They've heard it for over a year . . . and they'll keep on hearing it, because REBEL is here to stay. On the air August 21, 1947 . . . in the black at the end of the first four months . . . WRBC (This is REBEL) is still gaining listenership and sponsors in a market where there's plenty of room to grow. First station in Jackson and Mississippi to give advertisers and listeners the benefits of a full-time news director, full-time program director and complete staff of announcers, salesmen and copywriters . . . WRBC has already gained a reputation as one of the most promotion-minded radio stations in Dixie. If you're selling South, sign REBEL.

"This is REBEL"

*ROSES ARE BLACK . . .

Results are what count in radio advertising. As an example of how REBEL can change red to black . . . spot announcements on WRBC sold rose bushes for Talisman Nurseries of Tyler, Texas, during the spring of 1948 at 72% of the estimated and allowed cost of advertising per order. During the height of the sales program, the cost to the advertiser was only 31½% per order.

*REBELS ARE MANY . . .

WRBC's market area takes in more than 133 counties in Mississippi, Alabama, Arkansas and Louisiana with a total population of 3,603,600. REBEL's listeners have an effective buying income of $2,360,912,000, annually purchase $1,726,555,000 in retail goods, and do a wholesale business amounting to more than $375,712,000.

*ONE'S MORE THAN THREE . . .

It is when you use REBEL to reach the rich Mississippi market . . . because WRBC gives you more daytime coverage than any other three stations in the state. The mail count for seven months—from November 1947 through May 1948—was 53,886 letters from all 82 counties in Mississippi, 34 counties in Alabama, 44 parishes in Louisiana, 37 counties in Arkansas, and 1 county in Tennessee. A detailed mail map is available on request.

*WITH 5 AT 620 . . .

REBEL's phenomenal coverage for a 5000 watt station is due to an excellent position on the dial—620 KC, easy to tune, easy to hear and lots of power. WRBC is reaching bonus markets never before sold by a Jackson station. For high sales curves get low on the dial with REBEL.

"THIS IS REBEL"

WRBC

JACKSON'S MUTUAL STATION

SERVING MISSISSIPPI . . . 620 KC 5000 WATTS

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Radiorama

PLANNING Procter & Gamble radio cooperation in Community Chest campaign are (l to r) Roy Bailey, Benton & Bowles; Betty Shay, Pedlar & Ryan; Lester Vail, Dancer-Fitzgerald-Sample; David Lesan, Ted Bell, Compton; Eloise Walton, Community Chest; Minerva Ellis, Compton; Tom Revere, Biow.

A NEW ANGLE on "ground-breaking" ceremonies is offered by KPIX, TV station for KSFO San Francisco. Mayor Elmer Robinson (seated) operates the winch that hoisted the 100-foot antenna to "Top of the Mark." Honorary steel riggers are (l to r) Philip G. Lasky, KSFO v.p.; Wesley I. Dumm, president; Paul Shepard, construction engineer.

FOLLOWING premiere of CBS-Air Force series, "Skyway to the Stars." Frank Stanton (l), CBS president, and Brig. Gen. Robert C. Candee chat at the Gardner Agency cocktail party.

FIRST Bob Hope Show of season gets together (l to r) James Saphier, head of talent agency; Everard Meade, v.p. in charge of radio, Young & Rubicam; Bob Hope; Walter Bunker, radio production manager, Y&R; Karel Pearson, NBC producer; Al Capstaff, progam director, Lever Bros. (Swan Soap) is sponsor.

IT was a neat engineering trick when KRNT-FM Des Moines hoisted its new FM tower and antenna intact atop the Register & Tribune building. Chief Engineer Charles Quentin (lower right) supervises.

SALES Executive Club award—a pair of applauding hands—goes to Charles Luckman (l), Lever Bros. president, for outstanding salesmanship. Arthur Motley, publisher of Parade Publications Inc., presents award.

"BEAR-TRAINER" Hugh Terry (l), KLZ Denver, shows a bit of Wild West antics to members attending NAB District 14 meeting at Yellowstone Park, (l to r) Harold Fair, Hugh Higgins, NAB; Carl Haverlin, BMI; Charles Batson, NAB; Hugh Feltis, BMB; Richard Doherty, NAB. The bear was not a member of the "flea circus."

POW-WOW goes on air—promoting Milt Hinkle Rodeo—via WSSV Petersburg, Va. Around WSSV campfire are (l to r) Chief Crazy Bull, Lone Star Ranger, and Louis Peterson, WSSV president.

TELEVISION as the greatest sales tool of advertising is talked up by Joseph Ream (center), CBS v.p., to Milton Allison (l), WLWT (TV) Cincinnati sales manager, Herman Fast, WKRC Cincinnati general manager, following Mr. Ream's speech to Advertisers Club of Cincinnati, Sept. 15.

Here's what we're doing about

TELEVISION

in Memphis and the Mid-South

We're past the planning stage

WMCT, the first television station in Memphis and the Mid-South, will be operating in this Two Billion Dollar market almost before you know it. Equipment has been installed (and tested); the WMCT staff has been organized and is ready to go at a moment's notice! "T" Day is set for December, just a few months away!

The stage is set

Memphis set distributors are well supplied, and TV sets are being sold and installed right now. Members of our Staff have been out in the field for some months, covering local events and building documentary films for our program library. In addition to one studio 28 x 34 ft., WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our new mobile unit, complete with micro-wave relay equipment, is ready to go into action.

No expense has been spared

WMCT equipment is RCA throughout. Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Rapid film processor—Houston; Printer—Bell & Howell. No expense has been spared to bring our clients the finest TV service to be had—bar none! We'll be rolling before you know it. Make *your* plans *now!*

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WMC - WMCF - WMCT *owned and operated by the Commercial Appeal*

Editorial

Exit Here

BRIEFS ARE in on the giveaway fiasco. Arguments are scheduled Oct. 19. The proceeding, legally, is moot—an FCC face-saver.

The FCC has no jurisdiction over lotteries. Congress transferred that authority to the Department of Justice at the last session—an act which somehow slipped by the FCC's vaunted legal staff.

There isn't much dispute about the law, despite the FCC's efforts to justify its blunder. The proceedings are going forward, and there's no disposition to thwart them.

What can the FCC do? Giveaways are parasitic. They do radio no good. Thinking broadcasters want to root them out. The broadcaster is not holding the bag, under the new law, since the criminal statute deals with "persons" who commit the crime—the advertiser and perhaps his agency. The broadcaster is involved only when he "knowingly" broadcasts a lottery.

It seems to us there's but one course open to the FCC that might rebound favorably. If, as a result of these extra-legal proceedings on the proposed new rules which it cannot promulgate, the FCC finds that the Criminal Code is inadequate, in its judgment, it can recommend to Congress that it amplify the statutes to provide guidance.

If the advertiser realizes that he's culpable under the law, he will be less avid in his demand for the giveaway. One of the prime responsibilities of the advertising agency is to keep its clients out of trouble.

The broadcaster's course is clear. He has but to observe the NAB code to root out the lottery-giveaway.

On the House?

RADIODOM is awakening to the realization that there's a near miracle being passed in official Washington.

The House Select Committee investigating the FCC, appointed in the waning days of the last session, is fulfilling its mandate. It is doing a business-like job. It isn't seeking headlines. It isn't smearing witnesses. It is ferreting out information looking toward legislation which will get the broadcasters—and the public—off the bureaucratic hook.

This is indeed a phenomenon. Compare it with the House Select Committee of five years ago, which wound up in disrepute after having thrown all radio into turmoil. Or with the Un-American Activities Committee, which has been plastering the innocent along with the guilty in its Red-hunting spree.

The first interim report of the Select Committee pulls no punches in condemning the FCC for exceeding its authority in both the Port Huron and the Scott-Atheist decisions. It brands them dangerous and mischievous. It describes them as "quasi-judicial legislation." It pins responsibility on the FCC's lawyers. It proposes legislation, if the FCC doesn't make amends.

We are impressed with the lawyer-like approach of Frank T. Bow, chief counsel of the Committee, and with the manner in which Chairman Harness has directed the proceedings. The Committee already has exacted from the FCC commitments that help clarify for the confused broadcaster his responsibilities under the Port Huron decision involving political libel, and under the Scott decision, which implied that the anti-God are entitled to time equal to religious denominations.

New hope for legislation that will lead radio (and the FCC) out of the regulatory wilderness arises from the work of the Committee. Congress intended that radio be free from censorship and from regulation of its business operations. The regulatory trend has been in the opposite direction.

A good start has been made. The Harness Committee isn't being cowed, or intimidated, or dictated to from the Executive Branch. The fight for radio's full freedom, which has been waged without avail on the Senate side these many years, might well now shift to the House where real spade-work has been done.

FMA's Crossroads

IN CHICAGO today (Monday) the FM Assn. meets in convention—its second since formal organization in January 1947.

FMA has had a turbulent, oft-times violent, upbringing. FM has not forged to the forefront of the mass media as many of its supporters—inside Government and out—have predicted. Conversely, it has done better in some areas than its opponents expected.

FM development has been evolutionary. It has a long way to go before it approaches a medium horizontally competitive on a national scale, with AM. By the same token, it has made prodigious strides when compared with other developments of media.

Take a look at the record. In 1923—three years after AM broadcasting began—there were 1,100,000 sets in use. The figure jumped to 3,000,000 the next year; 4,000,000 in 1925, and in gradual steps until 1928 when the plug-in set came into vogue, and when the table-model receiver made its bow. Today there are some 68,000,000 sound receivers in use, about 2,500,000 of them postwar FM equipped.

So the FM showing, circulation-wise, isn't as bleak as some picture. FM will develop just as rapidly as its circulation expands.

Thus the problem of FM is unchanged. When FM gets a "people's radio," within the price range of the average listener, it should show the same sort of dynamic development that animated AM broadcasting in the '20's.

There are 600 FM stations on the air. Another 800 are authorized. Many of them will not begin operation as planned, because their principals have their doubts. To say otherwise would be to ignore the facts.

Standard station service on most duplicated channels has been degraded by the wholesale licensing of new stations, shrinking service areas, particularly at night. FM is not affected, because the allocations permit uniform day and night coverage. The salvation of most daytimers is in FM if they are to get fulltime.

The mission of FMA was to promote FM's emergence as a national service. That means to exploit the sale of receivers—to provide circulation. Good lower-priced FM receivers are hitting the market. There's talk of a continuous tuning all-purpose receiver which will pick up the full FM range, and in the moderate-price field.

Thus the function of FMA was, and continues to be, exploitation. It is a long haul. It can't be achieved by inciting internecine strife pitting the FM-er against the AM broadcaster or the telecaster.

FM isn't the forgotten medium. It is providing an improved and more abundant service in certain areas. It tried to grow too fast. It has stumbled, but it hasn't fallen down. Properly nurtured, it will grow and eventually thrive. Remember, AM didn't make the grade in a month or a year.

Our Respects To—

DAVID FORD BOND

BY ALL ODDS one of the slickest, best-trained radio voices in any political camp of 1948 belongs to the Republican Presidential hopeful. When Thomas E. Dewey takes to the air, the land is flooded with pure, pear-shaped tones that as well might be fondling a commercial as a campaign speech.

It is not mere accident that Mr. Dewey's larynx drips with honey. Before entering politics he was a serious student of voice, and since becoming an important political figure he has been carefully coached in microphone technique by one of the most seasoned announcers in radio. A future full of happy Hooperatings was assured when Mr. Dewey met up with Ford Bond.

American radio had been ornamented with Mr. Bond's distinguished voice for 20 years by the time Mr. Dewey came under his tutelage. Although now only 44 years old, Mr. Bond is a veteran of a quarter century of broadcasting.

Mr. Bond and Mr. Dewey first met in 1940 under circumstances which Mr. Bond now says are forgotten. But simililarities in their earlier interests—both were singers and incorrigible Republicans—drew them together. In Mr. Dewey's 1942 New York gubernatorial campaign Mr. Bond was his radio advisor. Since that time, Mr. Bond has been at or near the microphone in all Dewey campaigns.

Yet the Dewey voice is a phenomenon for which Mr. Bond claims no credit. "He has a naturally fine voice," Mr. Bond explains. "Being an intelligent man, he has worked to improve it."

No matter how assiduously self-critical Mr. Dewey may be, it is unlikely that he could so successfully have burnished his delivery unassisted. The Dewey of 1942 is remembered as an adequate but certainly not remarkable radio performer. The Dewey of 1948 reads a speech with the sharp timing and caressing tones of a Ford Bond murmuring the virtues of Bab-O.

Lest he lose the fine edge to which his voice is now attuned, Mr. Dewey has engaged the services of Mr. Bond as his radio consultant for the coming Presidential campaign. Mr. Bond will again be at his side, polishing inflections and shushing sibilants.

David Ford Bond was born Oct. 23, 1904, in Louisville. It is a tribute to his rugged individualism that he survived a boyhood lived with parents who were ardent Republicans in a city which was solidly Democratic.

(*Continued on page 44*)

The ENQUIRING RECORDER

"What station do you prefer for news broadcasts?" When this question was asked of 2,000 New York men and women in an independent survey, an overwhelming number (27.2%) said "WOR."

25.4% of the 1,000 men asked to name their favorite station for news chose WOR.

28.9% of the 1,000 women asked to name their favorite station for news said "WOR."

"How many news periods do you hear during a day?" was the second question asked. About 45% of the men and 60% of the women said that they listened to at least three a day. More advertisers of women's products might well use a WOR news show to sell their wares.

IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL

1090 Kilocycles • 50,000 Watts

N B C Affiliate

The Greatest Shows in Television are on WBAL-TV

32,600 Watts (Effective Power)

Channel 11 • N B C Affitiate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.

Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH WBAL and WBAL-TV

CAMEL

GENERAL ELECTRIC

Firestone

ARROW BEER
Globe Brewery, Inc., Baltimore, Md.

Esso

HUTZLER BROTHERS CO.

MAXWELL HOUSE

BULOVA

LUCKY STRIKE

Chesterfield

Swift & Company

KRAFT

REM

JELLO

Athey's PAINTS

S. & N. Katz
JEWELRY STORES

DAVIDSON TRANSFER & STORAGE CO.

The University Motor Co.

Martin J. Barry
LINCOLN & MERCURY DEALERS

KOESTER'S
BAKERY

BURKE-SAVAGE TIRE CO.

PROGRAM *Championship*
is building
LISTENER *Leadership*
IN CHICAGO

WCFL

Presents
Champion Sports Attractions

1948 Schedule of
CHICAGO CARDINALS
Professional Champions
(exclusive over WCFL)
★ ★ ★
Exciting Play-by-Play of
The CHICAGO BLACKHAWKS
Hockey Favorites
★ ★ ★
1948 Schedule of
The NOTRE DAME
Fighting Irish

These top sports attractions and other great local and network features—newscasts, commentators, classical and popular musical shows, the Breakfast Club, Gang Busters—are building *audience leadership.*

For intensive penetration and extensive coverage of the Chicago market, WCFL offers top programming . . . PLUS . . .

Greater Power
50,000 watts
Ideal Position
1000 on the dial
Chicago's Champion Radio Buy
WCFL
666 LAKE SHORE DRIVE, CHICAGO, ILLINOIS
ABC AFFILIATE
REPRESENTED BY THE BOLLING COMPANY, INC.

Management

PAUL A. LOYET, vice president of Central Broadcasting Co., and resident manager of WHO Des Moines, was married Sept. 17 to Virginia Hobbs.

GORDON J. LEWIS has resigned as assistant manager of WPOR Portland, Me., to become general manager of WIDE Biddeford, Me., which began operation this fall. Mr. Lewis is president of Biddeford Broadcasting Corp.

ARTHUR A. PETERS will become chief engineer at WIDE. He was formerly with WNBH New Bedford, Mass. Mr. Peters is vice president of new broadcasting corporation.

EMERSON J. PRYOR, former manager of WRRN Warren, Ohio, has assumed his duties as general manager of WDVA Danville, Va.

WILLIAM A. BANKS, president and general manager of WHAT Philadelphia, has returned to his office after two weeks stay in hospital due to back ailment.

GERRY WILMOT, manager of ZBM Hamilton, Bermuda, and **KEN MURRAY,** manager of TBC Port of Spain, Trinidad, are on business visit to Eastern Canada and United States, calling on agencies and offices of their representative, H. N. Stovin & Co., Toronto and Montreal.

HERB FERGUSON, manager of KXOB Stockton, Calif., has been appointed chairman of Industrial Division for forthcoming Community Chest drive in Stockton. Mr. Ferguson has also been appointed publicity chairman of Red Cross drive in Stockton.

RICHARD E. JONES, former commercial manager of CKLW Windsor, has been named general manager of WJBK Detroit, Mich.

ROLAND FOWLER, assistant general manager of WGAT Utica, N. Y., is the father of a boy, Brian Warren, born Sept. 5.

JOHN DEME has been released as consultant to WBIS Bristol, Conn.

Respects

(Continued from page 40)

Music rather than politics claimed his interests, however. He began studying piano, violin, and voice at the age of 6. In time he became a boy soprano in the choir of Christ Church Cathedral, Louisville.

In his teens he dropped his voice and his first name and, as Ford Bond, embarked on a singing career.

It was as a singer, indeed, that Mr. Bond first appeared in radio. He performed a solo on the opening program of WHAS Louisville the night the station went on the air in 1922.

Still in pursuit of a life as a concert singer, Mr. Bond emigrated from Louisville that same year to Chicago to study voice. It was no time until he had won conspicuous success — WGN put him on as a singer and paid him $5, a fee by no means inconsiderable in those lean radio days.

Mr. Bond sang at several Chicago stations regularly for several years and then in 1927 went to Alexandria, La., as the conductor of a community chorus. A year later he returned to WHAS, the scene of his first wild but unrewarded triumph, as program manager.

He remained at WHAS a year before being summoned to NBC headquarters, New York, as a staff announcer.

It appeared that Mr. Bond was just what NBC had been waiting for. Within two months of his arrival in New York he was announcing 16 commercial programs. Soon he took on other duties such as sports broadcasting. It was perhaps because of this strenuous taxation of his energies that he suffered his first and only loss of a job.

One of the programs on which he appeared was the General Motors *Family Party.* One night, in closing the program, Ford Bond neglected to pause long enough between the mention of Chevrolet and his own identification. He was released the next day.

Mr. Bond's activities as a commercial announcer became so pressing that he took a leave from the NBC staff in 1935. He finally resigned in 1942 when he formed his own transcription agency which now produces several programs including *Howard & Shelton, The Music Hall of Fame* and *Rod Hendrickson.* Ford Bond Radio Productions Inc. now sells open-end shows to some 300 stations.

Although in recent years he has necessarily limited the number of programs on which he appears, Mr. Bond is still heard almost around the clock. Among the programs with which he has been associated as announcer for extended periods are the *Cities Service Show,* for 18 years, *Manhattan Merry-Go-Round* for 17 and *David Harum* for 14.

Mr. Bond is kept so busy running from studio to studio that he has time for only one hobby, and that an exceedingly sedentary one —chess. He lives in Bayside, Long Island, with his wife, the former Mary Elizabeth Ford, whom he married in Louisville in 1927, a daughter, Marylyn, 16, and a son, Reynolds Ford, 14.

He belongs to the Mendelsohn Club, New York, and the Pawling Country Club. Mr. Bond used to live at Pawling, which is also the home of Mr. Dewey, but he moved to Long Island in 1946.

As radio consultant to Mr. Dewey, Mr. Bond will be spared the burden of traveling with the candidate on campaign tours. But from New York he will be able to assist Mr. Dewey in arranging facilities, scheduling broadcasts and keeping the Dewey voice soothing to the voters' ears.

Seeks TV Show

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), through its agency, N. W. Ayer & Son, New York, is negotiating with R&B Productions of Hollywood for a half-hour television show of favorite stories featuring Hollywood film names. The show would be on film and be produced by Marshall Grant. Harry G. Ommerliegh Inc., New York, is handling negotiations.

MEMPHIS' MUTUAL STATION

WHBQ comes through

Construction Permit Granted!

We're on our way to 560 KC

5 KW—day
1 KW—night

Notice!

CONTRACTS ACCEPTED AT PRESENT LOW RATES
Call the Walker Co. today for availabilities

The Harding College Station

WHBQ

MEMPHIS, TENNESSEE

Represented by

THE WALKER COMPANY

New York — Chicago — Los Angeles — Minneapolis
Boston — Kansas City — San Francisco — Atlanta

Commercial

LEO RICKETTS, for five and one half years manager of KFBK Sacramento, Calif., has been appointed director of sales for McClatchy Broadcasting Co., operators of KFBK and other California stations.

JAMES T. WALL has joined sales staff of WJBK Detroit. He was formerly with CKLW Windsor, Ont.

GERRY OLIVER has been named commercial manager of KSUE Susanville, Calif., replacing **E. W. BURWELL**, resigned.

MILES REED has joined sales staff of KOOL Phoenix, Ariz.

J. W. (Bill) SLATES, formerly general manager of KRKN Fort Smith, Ark., has been appointed commercial manager of WSAV Savannah, Ga.

JOHN WHITE, salesman at KXOK St. Louis, was married Sept. 17 to Eleanor Anne Ring.

TOM GREER has been named local sales manager for WEEK Peoria, Ill.

AARON HANGER has returned as salesman for WOV New York after year's affiliation with WMCA New York.

KATHRYN McGRATH has resigned as accountant for WHBF Rock Island, Ill., to work on her master's degree at Iowa State College. She is succeeded by **ALICE SCHAFER**.

MARION SEXTON has been named commercial manager of KPOA Honolulu. He formerly served with Sackett enterprises at KVAN Vancouver, Wash., and as commercial manager for KBRC Mt. Vernon, Wash., and KPDQ Portland, Ore.

LOUISE E. NEWTON has been appointed traffic manager at WIS and WIS-FM Columbia, S. C.

STAN SHAW and JOHN CURLEY have joined sales staff of WGAT Utica, N. Y.

J. FONDA TO HANDLE CBS' 'AMOS 'N' ANDY'

JAMES FONDA, radio production manager for Foote, Cone & Belding, Chicago, will join the CBS program staff on Oct. 15 with primary responsibility for handling the Amos 'n' Andy properties bought by the network.

After spending several weeks in New York conferring with Hubbell Robinson Jr., CBS vice president and director of programs, Mr. Fonda will make his headquarters in Hollywood, origination point of the program.

Mr. Robinson also announced that Mr. Fonda will be in charge of a projected *Amos 'n' Andy* television show, and of other unnamed properties purchased by the network from Charles Correll (Andy) and Freeman Gosden (Amos).

NBC Announces AM, TV Election Coverage Plans

A STAFF of more than 300 will be engaged in NBC's coverage by radio and television of the national elections, the network has announced.

William Brooks, NBC vice president in charge of news and international relations, said that the most elaborate coverage in NBC's history had been planned. In addition to coverage on the sound broadcasting network, NBC will undertake its first television network election coverage not only in the East over inter-connected stations but also in special broadcasts over its newly organized Midwest network, which is not inter-connected with the East.

Radio and television coverage will begin at 8 p.m. election night, and both networks will stay open until winners are known. NBC's election headquarters will be in studio 8H at Radio City.

FINAL PLANS for sponsorship of broadcasts of the Tulane football games by the Louisiana Coca-Cola Bottling Co. on WWL New Orleans are drawn by (seated l to r) Bill Brengel, WWL sportscaster, who will do color; Larry Baird, WWL commercial manager; Ted Andews, play-by-play man; (standing l to r) Ed Hoerner, WWL program director, and Francis Jacob Jr., studio supervisor.

WCAU-TV'S NEW RATE CARD REFLECTS BOOST

A NEW rate card, effective as of Sept. 1, 1948, has been released by WCAU-TV Philadelphia calling for an average increase of 50% in time costs. Basis of the advance is the outlet's increased audience and expanded program schedule.

Class A "live" time is set at $300 an hour, with film running $225.00 for a 60 minute segment. The station now lists three separate time periods, setting up Class A, B and C strips. Class A time covers between 7:00 and 10:30 p.m. Monday through Friday and 1:00 to 10:30 p.m. on Saturday and Sunday. Class B is considered between 5:00 and 7:00 p.m. Monday through Friday. All other hours are considered Class C time. Class B rates call for $270 "live" and $202 film for the hourly rate. Class C is set at $225 "live" and $165.75 film. Rehearsal time with cameras is listed at $25 per half hour. Announcements, one minute or less, slide or film, also are broken into the three time separations. Announcement costs now scale from $50 for Class A to $37 for Class C.

The new rate card, which is Number 2 for the Philadelphia station, also lists general information on the station, names and offices of the various CBS Radio Sales managers who represent WCAU-TV nationally and special contract information.

SUMMER AD SALES
Idea of Miami as Year-Round Resort Pushed by WMBM

BISCAYNE Broadasting Co. Inc., licensee of WMBM Miami Beach, Fla., 1-kw daytimer on 800 kc, believes it has found an "advance antidote" to that familiar reception which radio time salesmen often get during the summer months, "We're not doing any advertising before the season begins."

WMBM inaugurated a series of sales promotion plugs designed not only to bring in summertime advertising but also to assist in the current campaign to establish the Miami area as a summer vacation center as well as a winter resort.

Station's first series of announcements, continued for four weeks, opened with the statement that "Business in Dade County (Miami) is a year-round operation" and followed with facts to prove it. After a four-week interval, a second series of similar announcements was broadcast. In both series the announcements were used at the end of each program where no commercial spot was scheduled.

Results were highly satisfactory, according to T. O. McCullough, president of Biscayne Broadcasting, who said the announcements not only were directly responsible for the signing of a number of contracts by WMBM but also brought considerable favorable comment from Mimai area business establishments.

Television Talk

TELEVISION's importance to the modern business world will be discussed by Raymond C. Cosgrove, executive vice president, Avco Manufacturing Corp. at the annual Boston Conference on Distribution, Hotel Statler, Oct. 25-26.

WNAC-TV ISSUES ITS FIRST AD RATE CARD

WNAC-TV Boston, owned and operated by The Yankee Network Inc., has published its first rate card covering general telecast advertising rates. Card was effective Sept. 1.

Rates are divided by programs and announcements into two classes, A and B. Class A programs (6 to 11 p.m.) cost $300 for one hour; Class B (before 6 p.m. and after 11 p.m.) run $225. Other time segments: for Class A; $180 for one-half hour and $120 for one-quarter hour; for Class B, $135 for one-half hour and $90 for a quarter hour.

Rates also are quoted for 40, 20 and 10 minute periods. Additional talent, production and technical charges are made for live programs, while charges for film include facilities and normal rehearsal time.

Announcements cost $45 for Class A and $33.75 for Class B—for one minute or less. Figures are for those announcements not requiring use of studio camera, and include facilities, normal rehearsal time and services of one announcer.

WNAC-TV also announced its first four commercial contracts. Firms signed are GE Supply Corp., Larus & Bros. Co. Inc., Liggett & Myers Tobacco Co. and Merrill, Lynch, Pierce, Fenner & Beane.

GE, through its dealer C. V. Stackpole & Son Co., will televise all North Shore High School football games from Lynn, Mass. Larus & Bros. makers of Edgeworth Tobacco present the *Sportsman's Quiz* each Friday. Merrill, Lynch is presenting George Gallup's *America Speaks* through Oct. 31. Liggett & Myers (Chesterfield Cigarettes) has a series of spots before boxing and wrestling bouts, remaining baseball games and all Boston Yanks football games.

RCA 16-inch TV Tube Is Planned in Quantity

ALTHOUGH subject of the RCA 16-inch television tube is not mentioned for publication by the company and other set manufacturers, it is known that the tube will be produced in such quantity by the first of the coming year that shipments will be made to all receiver builders.

RCA itself is planning to announce the tube with a big publicity splash around the first of the year, with press parties and other affairs in the making as part of the build-up.

Tube is being manufactured in the RCA Lancaster (Pa.) tube plant. Samples, it is known, already have been sent to many manufacturers so they can build test sets and make engineering and production plans around the new tube. The 16-inch tube sets, it is understood, will be manufactured at prices close to current prices of 10-inch tube sets.

IN FM... RCA HAS EVERYTHING

RCA Laboratories...

America's Center of Radio and Electronic Research and Pioneering

• Basic and outstanding scientific developments, achieved at RCA Laboratories, have made the United States pre-eminent in radio and electronics . . . new industries and a new service to the public have been created.

Overlooking the rolling countryside at Princeton, N. J., the research laboratories of the Radio Corporation of America are built on land over which trails were blazed by American pioneers and across which Washington and his soldiers fought in the American Revolution. Today, on this historic site, scientists are conquering elements of nature so that the world continually may enjoy new benefits of electronics, AM and FM radio, and television.

Here, through discovery and invention, new products and new services are created for our national security and for the benefit of people everywhere.

The scientists and research men who work here are explorers of new frontiers in the invisible spectrum of space. They blaze new trails, not only in radio broadcasting but also in radiotelegraphy, radar, and many other phases of radio-electronics, for the present and the future.

RCA scientists and engineers devote their efforts to the discovery of previously unknown principles and phenomena, to the revelation and expansion of knowledge, to the extension of man's horizons. They create and develop new and improved industrial processes and products, and provide new and expanded communication services.

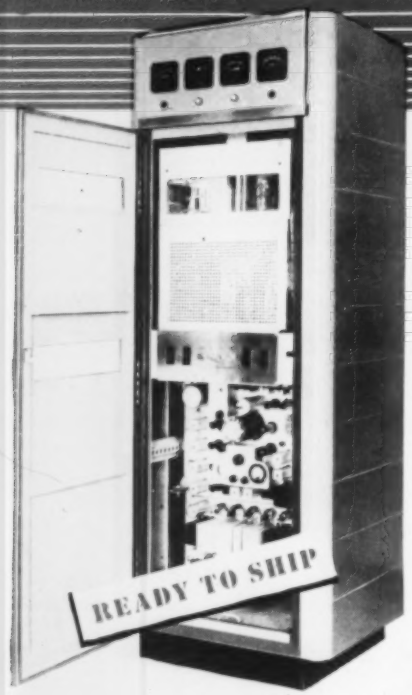
The scientists of RCA believe that all additions to fundamental knowledge eventually will be worth while from the commercial as well as the scientific point of view. Therefore, RCA conducts basic research, the foundation upon which new industries are built and through which new services are made available to the public.

When in Radio City, *be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission.*

RCA **RADIO CORPORATION of AMERICA**

One Equipment Source for

RCA FM BROADCAST EQUIPMENT



RCA's 250-WATT FM TRANSMITTER

Type BTF-250-A

Completely self-contained, this pace-setting 250-watt FM transmitter offers low-power stations the easy way to get on the air immediately with true FM quality. It includes RCA's "Direct FM" system using only 16 inexpensive tubes (about half the number used in many exciters)—with only 7 tubes in the r-f chain. All r-f circuits are single-ended. Multi-unit construction permits easy addition of higher power units later on. The BTF-250-A is the ideal standby for higher-power FM stations.

READY TO SHIP

RCA's 3-KW FM TRANSMITTER

Type BTF-3B

The BTF-3B is designed and built strictly for professional transmitter engineers who know transmitters. It uses only 36 tubes (15 regulator and voltage control tubes do not contribute to outages) and employs RCA's simple, straightforward "Direct FM" type exciter. The driver and final are "Grounded-Grid" for easy tuning and maximum stability. Shielded final tank circuit reduces housing radiation and r-f pick-up in nearby a-f circuits. Single-ended output provides greater stability and easier matching. Every component is easy to reach. Unit-type design makes for easy installation and simple modification to higher power. All air-cooled and self-contained. Can be tuned by inexperienced personnel in minutes.

READY TO SHIP

RCA's 1-KW FM TRANSMITTER

Type BTF-1-C

Here is a self-contained 1-kw transmitter with a "Direct FM" exciter inherently capable of lower noise and distortion than any exciter yet developed. No fussy, complicated circuits. No trick tubes. Only 8 tubes in the r-f chain. Grounded-Grid circuits in the final amplifier provide greater stability than conventional amplifiers—require no neutralizing. The shielded tank circuit of the final amplifier provides near-perfect shielding. Output is single-ended for maximum stability. Unit-type design provides easy installation, flexibility, and simple modification for higher power. Type BTF-1-C is all air-cooled.

RCA

Everything in the FM Station ...RCA

IMMEDIATE DELIVERY FROM STOCK

● Continuing its active production of FM equipment, RCA today is manufacturing the most complete line of well-engineered FM station equipment in the industry—*and is stocking it.* Nothing in your station "specs" that RCA cannot supply. Nothing in the transmitter equipment line that RCA cannot ship promptly.

Who are RCA's best references?

The station men of the nation's leading FM stations. These are the men who like the practical engineering that goes into each piece of RCA FM equipment. They like the completeness of the RCA FM line—with one manufacturing source for everything they need in the station. They like the undivided responsibility RCA assumes for its equipment. They like the prompt delivery RCA gives them on every item on the list.

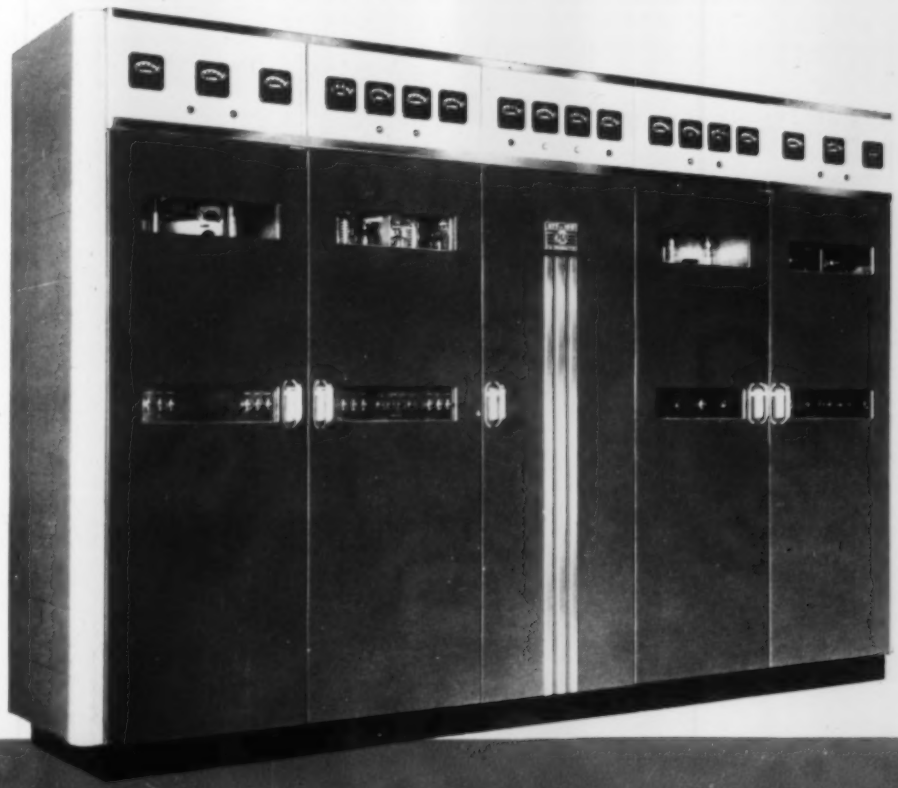
Call your RCA Broadcast Sales Engineer for information and help. He's an FM specialist. Or write Dept. 307, RCA Engineering Products, Camden, N. J.

RCA's 10-KW FM TRANSMITTER

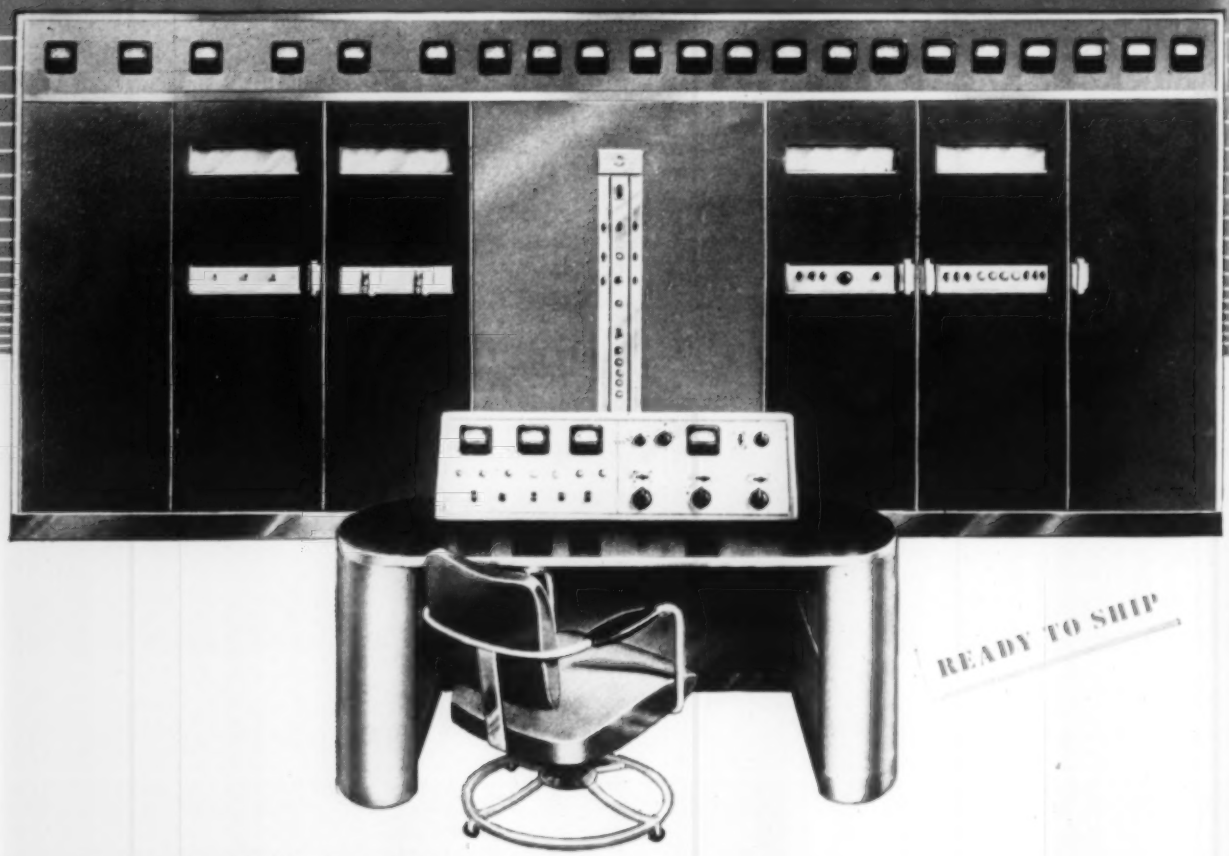
Type BTF-10B

Outstanding for its low running costs, *this 10-kw FM transmitter takes only 22.5 kw to run it.* Grounded-Grid circuits in both drivers and in the final permit the use of small power triodes (7C24's) in all three stages. RCA's "Direct FM" system is used, as in all RCA FM transmitters. All r-f stages are single-ended. High-power stages are motor-tuned. Carrier returns instantaneously after momentary power failure. Only 39 tubes, total, in the entire transmitter (only 23 of these are required for emergency operation). Only 14 different tube types to stock. All air-cooled, the entire transmitter is designed with just *one* high-voltage power supply. Possible savings in running costs of the BTF-10B *—up to $1500 a year!*

READY TO SHIP



. . . FM Transmitters, FM Antennas



READY TO SHIP

RCA's 50-KW FM TRANSMITTER

Type BTF-50A. One of the easiest-handling high-power transmitters ever designed . . . and as reliable as a powerhouse. Grounded-Grid amplifiers and simplified single-end r-f circuits (class C) insure highly stable operation and easy tuning. Direct FM produces high-fidelity frequency modulation simply and directly (less than 1% output distortion 30-15,000 cps). Total tube complement, 42 tubes. Of these, only 26 can seriously affect the carrier. *Number of different tube types, only 14. One* high-voltage power supply for the entire transmitter.

Type BTF-50A is built for true walk-in. Its unified front-panel design is functionally styled to fit any station layout—makes it economical to set up. Here is the 50-kw FM transmitter that is completely air-cooled—with two blowers operating independently to assure maximum program continuity.

READY TO SHIP

RCA STUDIO CONSOLETTE

Type 76-B5

Latest in the series of RCA Consolettes is the 76-B5. This type performs all the amplifying, monitoring, and control functions of most large and small stations—AM and FM. It has full facilities for simultaneous auditioning and broadcasting for practically any combination of studios, turntables, or remote lines.

RCA

— Station Accessories

READY TO SHIP

RCA's Duo-Cone Speaker Type LC-1A

Expressly designed for monitoring FM programs and high-fidelity recordings, this revolutionary new two-cone speaker provides true FM response throughout the range 50 to 15,000 cps! It is free from resonant peaks, harmonics, and transient distortion at all usual volume levels. Cross-over response is remarkably smooth. Controlled "roll-off" is provided for 5 and 10 kc. *Room location of the LC-1A is non-critical.*

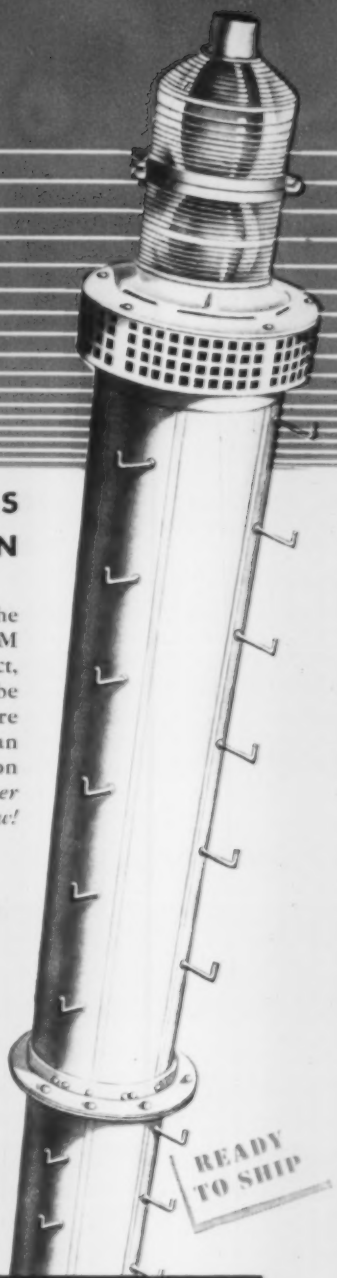
The RCA Duo-Cone Speaker is available in three bass-reflex cabinets; finished in two-tone gray, dark walnut, and light mahogany.

RCA PYLON ANTENNAS FOR EVERY FM STATION

Today, RCA FM Pylons are by far the most popular radiators in the nation's FM broadcast stations. They are easy to erect, completely self-supporting, and can be mounted anywhere. RCA Pylons assure you maximum radiation. For example, an 8-section Pylon operated in conjunction with a 50-kw FM transmitter can *deliver an effective radiated power of over 600 kw!*

RCA Isolation Unit Type BAF-4A

For AM broadcasters who wish to install an RCA FM Pylon atop their present AM tower, and operate AM and FM simultaneously, this unique unit provides complete and efficient isolation of FM and AM signals. Mounts at the base of an insulated broadcast tower.



READY TO SHIP

Data for RCA Pylon Antennas

Standard Pylon. This antenna is designed to meet the requirements of all FM Stations . . . handles up to 50 kw of power. The Standard combines maximum strength and rigidity with minimum weight.

Heavy-Duty Pylon. This is the only FM antenna designed to support the RCA Super-turnstile Television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

Low-Power Pylon. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as other two models, but is available only as a single-section antenna. The Low-Power Pylon handles up to 3 kw.

Type No.	Nominal Power Gain	Sections	Over-all Height (ft.)	Weight (lbs.)
BF-11A/B	1.5	1	13.5	350
BF-12A/B	3.0	2	27	700
BF-14A/B	6.0	4	54	2000
BF-18A/B	12.0	8	108	12497
	HEAVY-DUTY PYLONS			
BF-12E/F	3.0	2	27	4322
BF-14C/D	6.0	4	54	10497
	LOW-POWER PYLONS			
BF-21A/B	1.5	1	13.9	376

RCA TUBES . . .

the standard of comparison in FM

● The RCA 7C24 and 5592 "metal header" tubes . . . used in the latest RCA FM transmitters . . . are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no neutralization, give stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available from your local RCA Tube Distributor or directly from RCA

• • •

For information on any RCA tube, write RCA, Commercial Engineering, Section IP-36, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

INCOME SHIFT

Increase Is Seen in West And South From '29-'47

MARKED shift of relative income from New England and the Middle East to the South and West occurred during the 1929-47 period, according to the Dept. of Commerce. Decline from 42% to 35% occurred in the share of the nation's total income payments received by New England and the Middle East (see table this page).

Share of income received by the Southeast, Southwest, Northwest and Far West increased from 29% to 37%, the department found, with the share of the large Central region falling slightly, from 29% to 28%.

Total dollar volume of income payments in the nation rose from 83 billions in 1929 to 190 billions in 1947.

New England and the Middle East still accounted for over a third of total income in 1947 despite the declining trend in those regions.

Industrial progress was cited as main factor in the gains made by the Far West, Southeast and Southwest, with their factory payrolls rising from 15.5% of the nation's total in 1929 to 20.3% in 1947, an increase of roughly one-third.

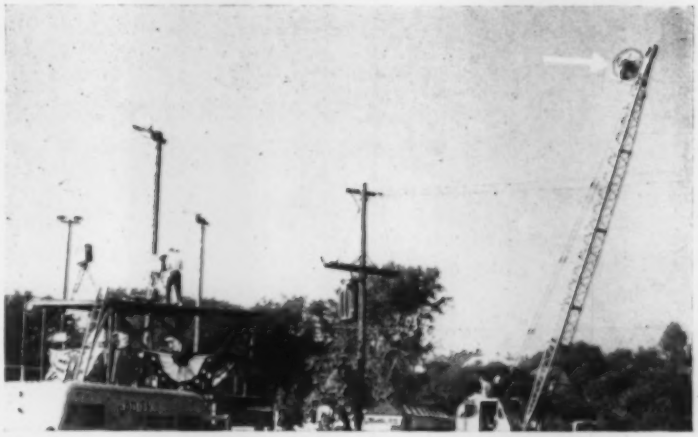
Increases in income payments by government agencies also were important in the Southeast and Southwest and population growth was a major factor in the Far West. Farm income was the key element in the Northwest.

The change in income positions of New England and the Middle East are ascribed largely to the industrial, commercial and population growth of the newer and less developed parts of the country. A tapering in this rate of growth, the department notes, would make the forces underlying the relative shift of income to the South and West less strong in the future than they were in the past.

Per capita income in the nation as a whole nearly doubled from 1929 to 1947, rising from $680 to $1,323. Largest regional gains were in the Northwest and Southeast, each being 157% above the 1929 average compared to a 95% increase for the nation. Smallest percentage increases in per capita income occurred in the Middle East and New England.

WIL Power Boost

EQUIPMENT being installed by WIL St. Louis at North Dupo, Ill. to raise its power to 5 kw fulltime on 1430 kc from its present 250 w fulltime on 1230 kc, will include the latest Gates 5 kw transmitter and associated equipment. Four Wincharger towers will be utilized in a directional array beamed on the city. Officials hope to have the new transmitter in operation by Christmas. Studios will remain atop the Melbourne Hotel, St. Louis.



WHEN signals sent from atop a pressbox at a local softball tournament failed to reach the station's transmitter, the engineering staff of WSPD-TV Toledo mounted the microwave relay on a crane boom, ordinarily used in construction work, raising the equipment to a sufficient height of 50 feet. Then the ballgame was called on account of rain.

CATHODE TUBE SALES UP 68% FOR QUARTER

REFLECTING the upsurge in TV set production, sales of cathode ray tubes to set manufacturers rose more than 68% during the second quarter compared to sales in the first three months of 1948, according to Radio Mfrs. Assn.

Sales to manufacturers in the second quarter totaled 267,763 cathode tubes valued at $6,021,878 compared to first quarter sales of 158,706 units valued at $4,228,340. All second quarter sales including replacements, exports and government agencies totaled 292,270 tubes valued at $6,524,754.

For the first half of the year, sales to manufacturers totaled 426,469 tubes valued at $10,250,218 compared to 255,035 units valued at $7,218,358 a year ago.

Total sales of electron tubes in the second quarter, as reported by RMA and the National Electric Mfrs. Assn. jointly, were 1,177,502 units valued at $13,515,095. These included industrial tubes but not those used in receiving sets. Of the total, government agencies bought $1,688,777 worth and exports amounted to $452,941.

States and regions	Total income payments: Amount (millions of dollars) 1929	1947	Percent increase, 1929 to 1947	Per capita income payments: Amount (dollars) 1929	1947	Percent increase, 1929 to 1947
Continental U. S.	82,617	189,734	130	680	1,323	95
New England	6,792	13,194	94	838	1,444	72
Conn.	1,459	3,299	126	918	1,671	82
Me.	449	998	122	566	1,128	99
Mass.	3,787	6,718	77	897	1,449	62
N. H.	302	613	103	652	1,148	76
R. I.	579	1,133	96	851	1,521	79
Vt.	216	433	100	601	1,183	97
Middle East	27,840	53,938	94	926	1,559	68
Del.	218	479	120	919	1,646	79
D. C.	638	1,795	181	1,191	1,624	36
Md.	1,106	2,934	165	703	1,465	108
N. J.	3,268	6,740	106	947	1,542	63
N. Y.	14,479	25,624	77	1,125	1,781	58
Pa.	7,338	14,426	97	767	1,372	79
W. Va.	793	1,940	145	464	1,031	122
Southeast	8,681	25,723	196	344	883	157
Ala.	802	2,371	196	305	837	174
Ark.	562	1,358	142	305	710	133
Fla.	695	2,571	270	484	1,104	128
Ga.	956	2,778	191	329	885	169
Ky.	964	2,364	145	371	850	129
La.	862	2,270	163	415	892	115
Miss.	544	1,382	154	273	659	141
N. C.	966	3,290	241	309	890	188
S. C.	438	1,517	246	252	778	209
Tenn.	905	2,830	213	349	916	162
Va.	987	2,992	203	422	1,064	152

States and regions	Total income payments: Amount (millions of dollars) 1929	1947	Percent increase, 1929 to 1947	Per capita income payments: Amount (dollars) 1929	1947	Percent increase, 1929 to 1947
Southwest	4,153	11,435	175	464	1,081	133
Ariz.	245	721	194	573	1,120	95
N. M.	161	576	258	383	1,053	175
Okla.	1,079	2,124	97	455	930	104
Tex.	2,668	8,014	200	465	1,128	143
Central	24,226	53,699	122	720	1,391	93
Ill.	7,036	13,636	94	932	1,624	74
Ind.	1,877	4,936	163	583	1,287	121
Iowa	1,348	2,963	120	546	1,144	110
Mich.	3,543	8,641	144	745	1,424	91
Minn.	1,443	3,450	139	566	1,195	111
Mo.	2,210	4,671	111	612	1,197	96
Ohio	4,920	11,061	125	748	1,441	93
Wis.	1,849	4,341	135	634	1,337	111
Northwest	3,927	10,143	158	534	1,373	157
Col.	633	1,695	168	616	1,482	141
Idaho	230	677	194	518	1,290	149
Kan.	997	2,531	154	532	1,315	147
Mont.	325	801	146	602	1,641	173
Neb.	764	1,589	108	557	1,238	122
N. D.	264	908	244	389	1,678	331
S. D.	288	779	170	417	1,348	223
Utah	272	773	184	537	1,208	125
Wyo.	154	390	153	687	1,472	114
Far West	6,998	21,602	209	865	1,559	80
Calif.	5,217	16,121	209	946	1,643	74
Nev.	74	256	246	817	1,842	125
Ore.	603	1,936	221	640	1,253	96
Wash.	1,104	3,289	198	713	1,395	96

BILL ELY,
manager of KONG,
Alameda, California
says this about the

LONDON LIBRARY SERVICE

. . . the London Library Service is excellent, superb and without fault. The selections are flawlessly recorded and are of excellent choice. The London Library Service is exactly what FM has needed in the way of recorded music. It certainly makes the Program Director's job a much easier one."

The following are just a few more of the many AM and FM radio stations subscribing to the London Library Service:

WQXR, New York City,
KBON, Omaha, Nebraska,
KXYZ, Houston, Texas,
RURAL RADIO NETWORK,
WXRT, Chicago, Illinois

For additional information write to:
LONDON LIBRARY SERVICE
16 West 22 Street, N. Y. 16, N. Y.
a division of:
The London Gramophone Corp.

Rehire Announcer, NLRB Tells WATL

REINSTATEMENT of and payment of back wages to a discharged employe of the Atlanta Broadcasting Co. (WATL) was ordered by the National Labor Relations Board. The order upheld the earlier findings and rulings of an NLRB trial examiner.

Ordered reinstated is Lawrence J. Mellert, former announcer, who, according to a complaint filed by the American Federation of Radio Artists (AFL), was discharged by WATL in April 1946 because he filed charges before NLRB and because of his membership and activity in AFRA. AFRA's complaint had charged also that WATL refused to rehire Mr. Mellert.

In ordering reinstatement Sept. 18, NLRB directed he be paid "a sum of money equal to the amount which he normally would have earned as wages from the date of the discrimination to the date of the respondent's offer of reinstatement, less his net earnings during said period."

AFRA's complaint was dismissed insofar as it alleged that two other WATL employes, Theodore Fenster and James Lurie, were discriminatorily discharged. The NLRB decision pointed out that Mr. Fenster and Mr. Lurie admitted that at the time of their discharge Walter Speight, then station manager of WATL, had said they were being discharged for having deliberately conspired to miss a newscast. "We cannot say," said NLRB, "that Speight did not honestly believe that Fenster and Lurie had deliberately engaged in misconduct, or that this belief was not the motivating cause of the discharges."

NEW TYPE TELEVISION RESEARCH IS OFFERED

NEW TYPE of television research is being offered TV stations in the New York area on a yearly basis by Advertest Research, New Brunswick and Newark, N. J.

The plan involves the use of a series of specially constructed panels, with separate panels for each contracting station. Listening information collected is confidential and available only to the party contracting for it, Advertest announced.

Panel members include only those receiving six New York area TV stations, WABD, WATV, WCBS-TV WNBT, WPIX and WJZ-TV. Three test panels have been running in the area since last June.

A new type of questionnaire has been developed by Advertest during the test period, and one of its features is the discarding of the stilted language normally used in questionnaires. The vernacular is used as a means of establishing closer liaison with panel members, Advertest said.

Technical

ERIC HARRIS, formerly with Argosy Pictures, Hollywood, has joined KLAC-TV Los Angeles as television technician.

DONALD COMBS has joined engineering staff of WACE and WACE-FM Chicopee, Mass., as control engineer.

GENERAL ELECTRIC has shipped its first postwar 50 kw AM transmitter to KFRE Fresno, Calif., it has been announced by company. Now being installed, unit will permit broadcast coverage of California's lower San Joaquin Valley. It is expected to be in operation by beginning of next year.

ERNIE SWAN, chief engineer of CKEY Toronto, has been named a senior member of the Institute of Radio Engineers, Toronto chapter.

DEXTER YOUNG, Don Lee Hollywood engineer, and Molly Smith were married September 19.

EDWARD W. WILLIAMS Jr., transmitter engineer at WLOG and WLOG-FM Logan, W. Va., will leave that station Oct. 2, to enter U. S. Army.

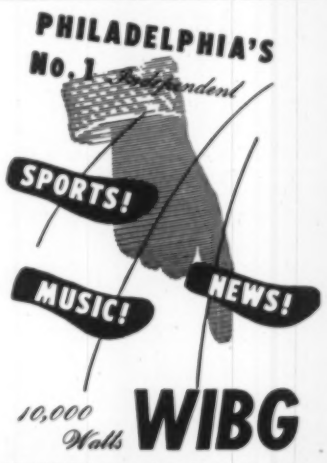
HARVEY COLEMAN, television cameraman at WTTG Washington, DuMont station, and Dorothy Fields, of NAB Legal Dept., were married Sept. 18.

McClatchy Co. Presents TV Exhibition at Fair

McCLATCHY Broadcasting Co., Sacramento, Calif., applicant for two television permits, staged a television demonstration at the California State Fair at Sacramento this month. A lecture was given five times a day, ranging from a half hour to forty-five minutes. Marionettes and members of the audience were televised in the booth.

The same exhibit and demonstration will be repeated at the Fresno County Fair, Oct. 5 to 10. In addition to the televison demonstration, KFBK Sacramento originated 80 broadcasts from the Fair Grounds.

TWO BRITISH radio and television receiver manufacturers have opened branches in Canada, Pye Radio Ltd., at Ajax, Ont., and Cossor (Canada) Ltd., at Halifax, with headquarters at Montreal. Both companies will also manufacture television transmitting equipment.



REPRESENTED: Nationally by Adam J. Young, Inc.

Too Early for the Radio?

NOT FOR WGN LISTENERS !

The average WGN quarter hour between 5:45 to 7:00 AM, Monday thru Friday, delivered over 275,000 impressions in 10 days to 126,000 different homes.*

This army of early risers is often not given proper emphasis. Thru WGN's early morning programs it is possible to reach a sizable chunk of these consumers. Don't miss this sure bet for these coming winter months.

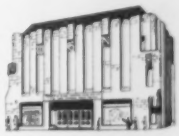
*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
2978 Wilshire Blvd., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

News

ELMER DAVIS and **JACK BEALL**, ABC news commentators, are accompanying Gov. Thomas E. Dewey of New York on first leg of GOP Presidential candidate's campaign tour. Mr. Davis is broadcasting his regular Mon.-Fri. 7:15-7:30 ABC news shows from cities on Mr. Dewey's itinerary. Mr. Beall is reporting progress of GOP candidate on both "Head line Edition" and "News of Tommorrow."

ROBERT E. NICHOLS, New York "Herald Tribune" correspondent in Washington, joins news staff of CBS today (Sept. 27).

JIM RAINS, formerly of WPAQ Mt. Airy, N. C., has joined WLAQ Rome, Ga., as farm and rural director.

JERRY CARR, former news editor for WHLI and WHNY (FM) Hempstead, N. Y., has been appointed director of news for those stations. **ART PATERSON**, member of news staff, has been named director of public affairs, replacing **CLIFFORD EVANS**. Mr. Evans, who formerly headed both news and public affairs departments at WHLI and WHNY is no longer associated with the stations.

JAMES McNAMARA, KLAC Hollywood news editor, was elected president of Los Angeles-Hollywood Radio News Club for forthcoming year, at recent meeting. Other new officers are **GEORGE LEWIN**, KFWB Hollywood, as vice president; Bill Burns, "Los Angeles Times," secretary-treasurer; **AL GORDON**, KFWB, assistant secretary-treasurer. Newly elected board of directors includes **JACK BECK**, CBS Hollywood; C. P. (Spud) Carliss, "Los Angeles Times"; **PAT BISHOP**, KFI Los Angeles; **CLETE ROBERTS**, KFWB.

ALICE LAWRENCE, recently appointed news director of Children & Youth Film Production Foundation, Hollywood, yesterday (Sept. 26) started fifteen minute transcribed news commentary, "On The Spot" on eight stations of Texas Quality Network and six Dixie Network stations for 39 weeks.

LOUIS FITZGERALD, former telegraph editor of "Muscatine (Iowa) Journal," has joined news staff of WHBF Rock Island, Ill.

ALEXANDER GABRIEL, WEVD New York news commentator, will cover all UN General Assembly sessions in Paris via weekly recording to be flown back to U. S. for broadcast. Mr. Gabriel's first UN commentary was scheduled to be heard on WEVD yesterday, Sept. 26.

PHIL BASSEL, recent graduate of the U. of Syracuse, has joined WNYC New York as editor-announcer.

BILL SORRELL, WGFG Kalamazoo, Mich., sports editor, was recently married to Jane Jepkema, WGFG receptionist.

ELEANOR "PAT" HURLEY GASSENHEIMER, WQXR New York director of press information, and **WALTER T. GASSENHEIMER**, WQXR engineer, are the parents of a girl, Bernardette Eleanore.

PAUL NEILSON, WGN Chicago reporter and news analyst, will marry Rhoda Arneson of Young & Rubicam, Chicago, Oct. 9.

We'll be looking for you at the FM CONVENTION!

HOTEL SHERATON
CHICAGO, ILL.
SEPT. 27, 28, 29

REL FM BROADCAST EQUIPMENT...

will be on display in Booths 36, 37 and 38 at the Second Annual Convention of the FM Association.

Be sure to visit us and see how REL Reliable Engineering Leadership is pacing the FM broadcast field with advanced designs in transmitter, receiver and FM radio relay link equipment.

RADIO ENGINEERING LABS., INC.
LONG ISLAND CITY 1, NEW YORK

REL

REL DESIGNS AND MANUFACTURES FM BROADCAST EQUIPMENT EXCLUSIVELY

Feature

(*Continued from page 18*)

a charge was made for admission to the viewing hall, which had to be refunded because of poor reception for the initial fights, caused by a difference in power services at the points of origin and reception. A total of 1,800 tickets had been sold, but before the RCA engineers had located and remedied the trouble, refunds had been demanded by and paid to some 4,000 individuals. After that reception was perfect—and admission was free.

Before television could be introduced into Madrid, Mr. Reilly said, some arrangement for standardizing the city's power supply would have to be made. Three companies now serve the area, he said, and while all three services are supposed to be on a 50-cycle basis, there is enough variation to upset TV reception of a program originating in an area served by a different company than that serving the receiving area.

Economics might prove another deterrent to the immediate introduction of television into Spain, Mr. Reilly admitted. Sets could be sold there at about the same retail prices as in the U. S., he said, but the average income is somewhat lower in Spain, with a government chauffer, for example, earning about $125 a month, making even the least expensive set an appreciable part of his annual income. Installment plan sales might overcome this price handicap, he added.

Texas Stations Cover State Democratic Meet

HEAVY radio coverage was given the Texas state Democratic convention in Fort Worth Sept. 14 when about 40 commentators, newscasters and technicians from seven stations in the vicinity were on hand to cover the meeting.

Broadcasts were originated by WBAP and KFJZ Fort Worth, WFAA Dallas, and KLEE KPRC and KTRH Houston. Coverage included shooting of scenes by WBAP-TV film staff for future telecasts.

Memorial Dedicated

A MEMORIAL honoring war correspondents who were lost while serving with United States forces in World War II was unveiled last Monday in the National Military Establishment press room at the Pentagon, Washington, D. C., by Secretary of Defense James Forrestal. Among the photographs of more than 40 correspondents included in the memorial are those of two radiomen, Frank J. Cuhel of MBS and John Elliott of the Australian Broadcasting Co. Mr. Cuhel was killed in a plane crash at Lisbon, Portugal, Feb. 22, 1943. Mr. Elliott was killed by a Japanese sniper in Borneo July 3, 1945.

Joseph M. Sitrick in New State Dept. Radio Post

JOSEPH M. SITRICK, member of BROADCASTING's editorial staff for the last year and a half, has joined the State Dept.'s International Broadcasting Division. He will be in charge of special events in Washington for the "Voice of America," directing coverage of news events and handling program arrangements in the capital. He will serve under Harold Janis, chief of special events for the "Voice" in New York.

Mr. Sitrick

Mr. Sitrick has served in both the New York bureau and Washington headquarters office of BROADCASTING, and for the last year covered Capitol Hill and the State Dept. He was on the announcing staff of WHBF Rock Island, Ill., before joining BROADCASTING, and spent two years before the war on the staff of WSUI, the U. of Iowa station at Iowa City.

Entering the Navy in March 1943, Mr. Sitrick left the service in May 1946 with the rank of lieutenant (jg). While in the service he was production director and assistant officer-in-charge of the Navy's Armed Forces Radio Service in Washington.

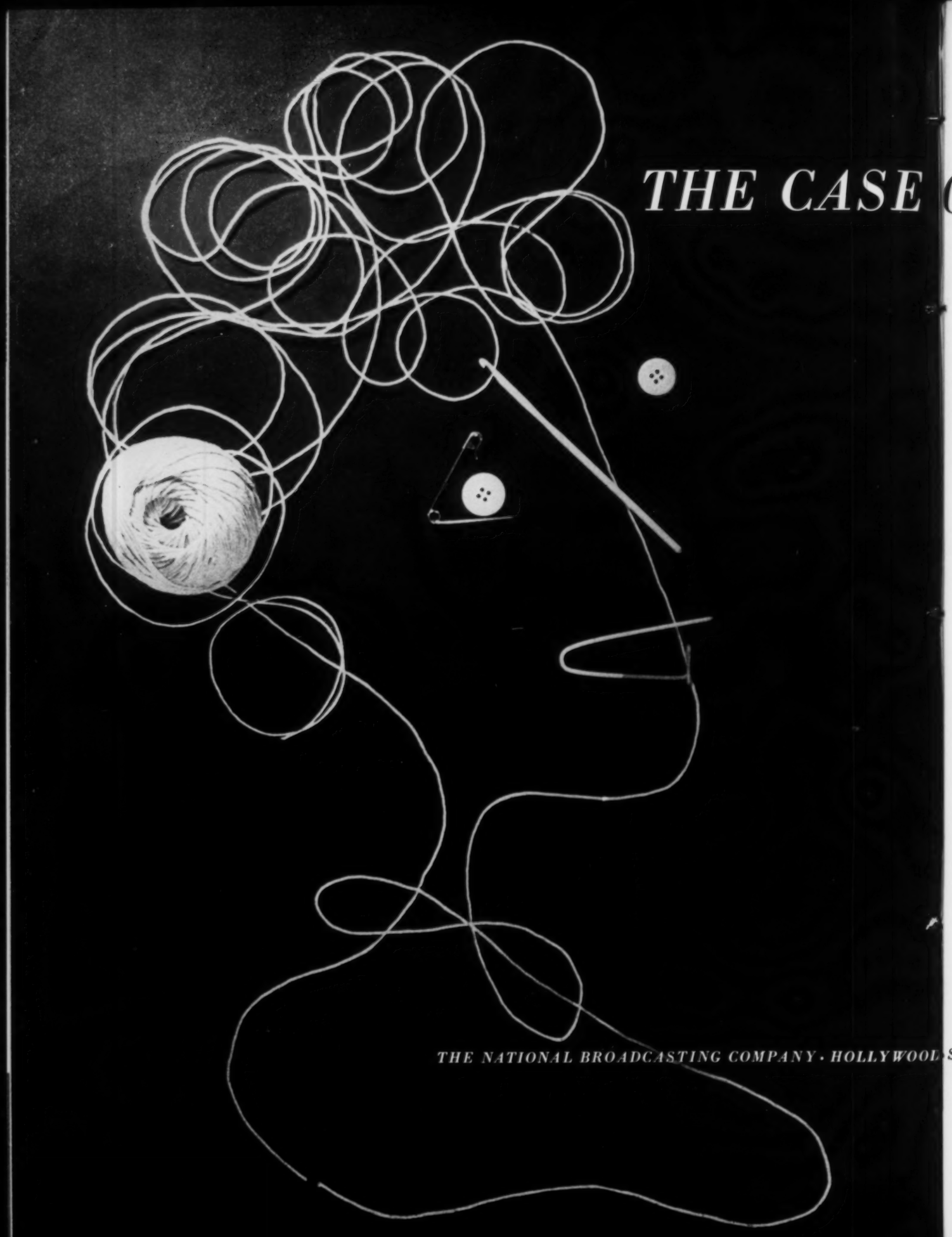
'Axis Sally' Arraigned

ARRAIGNMENT of Miss Mildred E. Gillars, reputedly the "Axis Sally" of the Nazi radio, on charges of treason, was scheduled for last Friday in United States District Court before Judge Jennings Bailey, following a court postponement.

Keeping up with WCBS

(NEW YORK'S #1 STATION)

In 31st annual convention assembled, enthusiastic Lions from 48 states and 21 foreign countries jammed Madison Square Garden, applauded long and loud as their hosts, the New York State Lions, singled out WCBS for exceptional honors. To WCBS executive Milton Bacon—a guest speaker at many local Lions' functions—and to WCBS, went a unique plaque citing "unselfish community interest on the part of a great institution and its representative." Intimate participation in the lives of the communities it serves has won WCBS as many friends as it has listeners ...*another* reason why WCBS (represented by Radio Sales) is the #1 Station in America's #1 Market.


THE CASE
THE NATIONAL BROADCASTING COMPANY · HOLLYWOOD

E OF *Auntie's Pattern*

She's a loveable old party—to her listeners, her sponsor and to Pacific Coast radio.

"Aunt Mary" has been on the air since 1944, stitching together the lives of assorted characters who figure in the serial about youth, age, love, devotion and other successful components of daytime drama.

She's been selling a lot of Albers Flap Jack Mix, Albers Quick Oats and Carnation Corn Flakes this year; the program now has been sponsored on 26 NBC Western Network stations since February by the Albers Milling Company. And product sales have soared—naturally, since "Aunt Mary" rates an average 5.1, with a 32.8 share-of-audience.

"Aunt Mary's" rating is spectacular—for when the seventh most popular of all national and regional daytime shows in the West began, it broke the industry conviction that no serial program could be done successfully from the Pacific Coast. But "Aunt Mary" on NBC was an immediate hit, the result of a proved pattern: a good program, aired over the West's No. 1 Network to NBC's responsive audience. Other advertisers—White King Soap, Planters Nut and Chocolate, Wesson Oil and Snowdrift, among them—value that pattern, a sure formula for sales.

OOD · SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America

WCBS - TV Boosts Basic Time Rates

WCBS-TV New York on Oct. 1 will boost its evening hour air time base rate from $700 to $1,000, according to Rate Card #4. In issuing the new card, however, CBS points out that with some 300,000 TV sets in the New York area, the cost per thousand families under the new rate is only $3.33, 43% lower than the cost on April 1, when Rate Card #3 went into effect. Advertisers contracting for time on WCBS-TV before Oct. 1 will receive protection on present rates until Jan. 1, 1949.

New rates for Class A time (6-11 p.m., Mon.-Fri.; noon-11 p.m. Sat. and Sun.) are:

1 hour, $1,000; 40 minutes, $800; 30 minutes, $600; 20 minutes, $500; 15 minutes, $400; 10 minutes, $335; 5 minutes, $285. One minute announcements in Class A time are $215, up from $150; 20-second service announcements and chain breaks are $165, up from $75. Rates for all other time periods are 60% of the Class A rates.

WCBS-TV facilities charges remain as before, with base hourly rates of $125 for film facilities, $200 for studio facilities, $800 for remote pickup facilities. Frequency discounts for air time run from 5% for 26 times a year to 15% for 208 or more times a year. Agency commisson is allowed on both time and facilities charges.

WBAP-TV DEBUT

Population of Million In Station's Area

WBAP Fort Worth brings television to Texas with a formal debut Wednesday (Sept. 29) at 7 p.m.

But a telecast of President Truman making a campaign appearance in Fort Worth Monday afternoon (today) was put on the last-minute schedule as a preview event.

WBAP-TV says its signal will reach a population of well over 1,000,000 in Fort Worth, Dallas and the surrounding area.

Mr. Hough

First program to be telecast will be the Alexander Korda film, "Scarlet Pimpernel," first of a Wednesday "family night" series sponsored by W. C. Striplings, Fort Worth department store.

Preceding the movie, Amon Carter, Harold Hough and George Cranston will greet the video audience in brief ceremonies. A more elaborate formal opening will be staged at a later date.

Firm's Officers

Mr. Carter is president of WBAP, Mr. Hough is radio director and Mr. Cranston, manager.

An estimated 1,000 video sets will be tuned to the inaugural program, with about 100 in cafes, bars and other public places.

★

WBAP-TV marks the fruition of three years of planning and a year and a half of actual building.

An unofficial estimate is that more than $1,500,000 has been invested in WBAP's video operation to date, contrasting with the $200 shoestring with which Mr. Hough launched WBAP in 1922.

Good Reception

Tests begun Sept. 15 show good reception throughout Dallas and Fort Worth, as well as in distant cities like McKinney, 53 miles northeast of Fort Worth, and Waxahachie, 40 miles southeast, WBAP-TV reports.

A television dealer at DeLeon, a hamlet 87 miles away in the western mesquite country, reported successful reception.

Flat terrain favors transmission from the WBAP-TV site, a knoll about four miles east of downtown Fort Worth. A tower rises 502 feet above ground to send the TV signal.

Promotional efforts by the station to sell TV to the public were receiving support of local newspapers.

Fort Worth Press will run a special TV section day before the opening, and the *Dallas News* will have a section the following Sunday.

Dealers displayed placards heralding "WBAP-TV Day" and distributed a six-page folder, "Facts about WBAP-TV," 10,000 copies of which were printed by the station.

Five-Day Schedule

WBAP-TV will be on the air Wednesday through Sunday, four hours a night. First high school football game will be carried Friday night and first college game Saturday.

Initial commercial accounts number eight, five of these being television-spot sponsors.

Construction continued on WBAP's new radio-television center even as the TV units were to be put into use. Shift of WBAP's standard broadcasting from Medical Arts Bldg. studios will be about Jan. 1.

Largest of WBAP-TV's three television studios measures 45 by 82 by 28 feet. Equipment includes a complete mobile unit, a $7,500 Zoomar TV camera lens, complete film setup and RCA transmitter.

Robert Gould is chief producer for WBAP-TV and Seymour Andrews is program director.

Station is on Channel 5 (76-82 mc) with 17.6 kw visual, 8.8 aural power. Studio address is 3900 Barnett St., Fort Worth.

KFAB Goes to a Fair

OVER 86,000 people saw or participated in the productions broadcast by KFAB Omaha, Neb., from the Nebraska State Fair, according to Harry Burke, general manager. The station presented an almost continuous schedule of shows and special features from the fair throughout the day and evening. Special television demonstrations also were presented with equipment brought from New York, the station announced.

VA INCLUDES VIDEO IN YEAR'S PLANNING

VETERANS Administration's National Radio Advisory Council approved VA radio and television plans for the VA's coming year, in a meeting held Sept. 20 in Washington. It was reported at the meeting that last year the radio industry contributed $9,712,000 worth of broadcast time and talent to veterans' programs.

Forthcoming plans include: Television film spots, further top-talent transcribed series *Here's to Veterans*, two script series, and continuance of service to broadcasters.

Among those attending were: Gordon Kinney, Advertising Council; Jim Dawson, NAB; Ed Scovill, CBS; Gene Juster, NBC; Arthur Feldman, MBS; Will Baltin, TBA; Austin Woolford, VA director of information; Charles Dillon, assistant director of information for radio and television; Don Weiss and Wallace Ruggles, VA radiomen in New York and Los Angeles, respectively.

SKEE WOLFF, WBBM Chicago writer-producer, began one-month vacation last week to complete his novel, "The Tutored Mob," which was accepted several months ago by Crown Publishers, New York. Novel is described by its author as story "of 40 hours in the Siegfried Line during the war." Mr. Wolff served as a rifleman in 84th Division in Europe, and was later regiment historian.

Cleveland, like any large metropolitan city, has its traffic problem. And its busiest intersection — as far as Cleveland's small fry and their parents are concerned —is COUSIN KAY'S CORNER, a quarter hour kid disk program heard from 6:45 to 7:00 PM across the board and on Saturday morning from 11:45 to 12.

A blend of carefully selected music and stories, COUSIN KAY'S CORNERS is a sure bet to give your sales message the green light with a large, attentive audience of youngsters and their parents.

For more details — ask Headley-Reed.

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

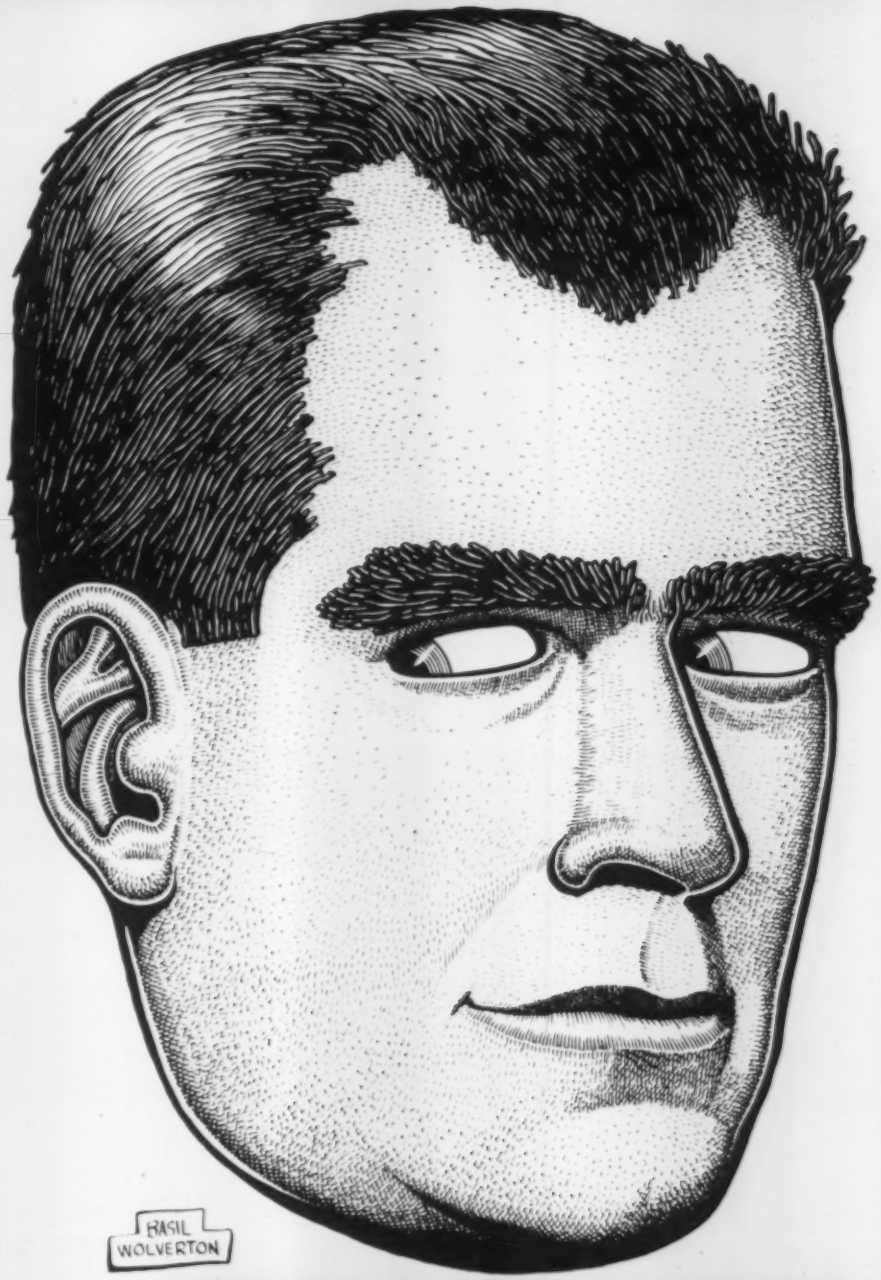
TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

WILLIAM A. (BILL) MORRISON

Garfield and Guild
San Francisco

Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your "early advertising background was in department stores and men's specialty stores." Then came your association in 1940 with Garfield & Guild, three years with Uncle Sam in the Armed Forces Radio service, and return to G & G in 1945. But in your terse comments we at KGW particularly noted the last sentence: "Principal chore is million and one details related to airing the Skippy Hollywood Theater weekly on 40 of the country's finest radio stations, including *KGW—which has one of the longest tenures of any station we use.*" Those are welcome words, Bill, and they're positive indication of the value you timebuyers place on the market and audience KGW can deliver. The market's getting bigger, too. Since 1940 Oregon's population has increased 41.8 per cent, proof that the Northwest's war boom was not a "flash in the pan". Oregon is the nation's Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

NBC AFFILIATE

NBC Code

(Continued from page 23)

code, NBC will make the following announcement on the air and fade the show for at least 30 seconds whenever material "that is obviously in bad taste and contrary to good broadcasting standards" is attempted . . .

"The National Broadcasting Co. regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

Such an announcement, it is hoped, will offer to the listening audience an explanation that was lacking in the Allen incident when only dead air was left during the fading of his heretical reference.

Another measure in the NBC code, but not in the NAB's, is the repetition of a recent NBC announcement that the network would accept no more giveaway programs of the type against which the FCC proposed action last August, pending clarification of the legality of such programs.

Still another exclusively NBC code provision insists that material presented during the warm-up of a studio audience preliminary to a broadcast must conform to NBC standards applying to programs on the air. This restriction may cause minor distress to some comedians if it is enforced. Under the new code Fred Allen and others presumably will be prevented from even arch references, for to conform to air standards during off-the-air preliminaries, he must abide by a code section which makes it clear, without specifically stating so, that references to other networks are not encouraged.

"An announcement made on any NBC program calling attention to a program over competing facilities," says the code, "must be so worded as to avoid diverting the audience from listening to NBC at that time."

Almost all of the points covered by the NBC code but not by the NAB have been NBC policy for some time. Not all, however, heretofore have been published for general distribution.

All NBC network program and commercial policies also will apply to the six NBC owned and operated stations. Some supplementary standards are set for the stations in the new code, most of them amplifying sections of the NAB code of particular consequence to station operation.

The supplementary instructions to stations are similar to those in the NAB code in respect to commercial spots. No more than three one-minute announcements may be used in a 15-minute period nor more than six in a half-hour. Time standards, however, may be waived one hour each day for participation programs like shoppers' guides or women's service features.

Spot announcements on owned and operated stations must not exceed 125 words if live or one minute if recorded. Station breaks are prohibited between contiguous programs sponsored by the same advertiser, adjacent to shows sponsored by a competitive product, or on a basis of more than two in the evening rate bracket and four in the day rate brackets for any one product.

Commercial time limitations for the network as contained in the NBC code are those of the NAB, except for news programs and the addition of the 20- and 40-minute periods for television. NBC code standards are:

Length of Program (Minutes)	Total Commercial Copy (Minutes)	
	Before 6 p.m.	After 6 p.m.
5	1:15	1:00
10	2:10	2:00
15	3:00	2:30
20	3:30	2:40
25	4:00	2:50
30	4:15	3:00
40	5:00	3:45
45	5:45	4:30
60	7:00	6:00

News programs, either day or night, are restricted to one minute of commercials in any five-minute show, 1:45 minutes in 10 and 2:15 minutes in 15. No middle-commercials will be allowed on radio news shows. NBC said television news commercial policy "will be adapted to the needs of the medium and the public interest."

Like the NAB code, the NBC standards prohibit divorcement from the program of cowcatcher or hitchhike announcements. The program must be announced and identified before a cowcatcher and signed off after any hitchhike.

Rules on Giveaways

Like the NAB code, the NBC standards establish a commercial principle which may influence the future of giveaway shows by insisting that any reference to "any product or service under any trade name, or language sufficiently descriptive to identify same, is, except for normal guest identifications, considered as advertising copy and, as such, a part of and included in the total time allowances."

Giveaway programs which pass out merchandise as prizes obtain the gifts in most instances free except for mention of the product on the air. In programs whose list of prizes is extensive, it is believed that the charging of these product mentions against the program sponsor's total commercial time will create a problem. Many shows of this type now exceed commercial limitations as established in both NAB and NBC codes.

NBC additionally provides that programs which present their sponsor's products as prizes, accompanied by commercial reference, shall follow this procedure: An average will be taken of the actual timing of such ad-lib commercial references on six typical programs and this average will be added to the time of the formal commercial. The total of the two commercial types must be within the commercial limitations.

The NBC code, contained in a 38-page pamphlet, also offers general observations about the attitudes which programs ought to take toward society and institutions.

Insobriety, for example, must not be portrayed as desirable.

"Respect for the sanctity of marriage and the home must be maintained.

"Adultery is not glamorous.

"Narcotic addiction is a vicious habit."

Reference to sex is to be kept "within the limits of good taste and decency.

"Reverence marks any mention in the name of God."

Religious Broadcasting

Stating its longtime policy on religious broadcasting, NBC points out that programs treat "broad religious truths" rather than narrow sectarianisms.

The NBC code becomes effective next Jan. 1, the date on which all four major networks have publicly announced they will institute complete compliance with the NAB code.

The NAB Standards of Practice, adopted by the association's board of directors May 19 in Los Angeles, were ordered by the board to become effective last July 1. Networks have explained, however, that contractual commitments prevented absolute compliance by that deadline.

REVENGE!

DULUTH, MINN.—"Outa my way," snarls Otto Mattick. "I'm out to get the guy who told me not to put my cranklosnog on the Duluth-Superior Market!"

No wonder Otto's in a snit. He really missed a sure thing when he ignored the Duluth-Superior market. It's growing like wild-fire . . . the population has leaped 15.5% in the past two years and retail sales have made the terrific jump of 83.2% in the same period. Sell your product to this booming market by using KDAL, favorite radio station of a tremendous and receptive listening audience.

Don't miss out on this wealthy and swiftly-growing Duluth-Superior Market. Contact Avery-Knodel . . . then buy KDAL for soaring sales.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY

Thomas J. VALENTINO, Inc.

DEPT. BC-6

1600 BROADWAY

NEW YORK, N. Y.

CANADIAN DISTRIBUTOR

Instantaneous Recording Service

56-58 Wellington St., E.

Toronto, Ont., Can.

September 29th

WBAP-TV Begins Operation in the Fort Worth-Dallas Area*

* South's NUMBER ONE MARKET
—*Sales Management, 1948*

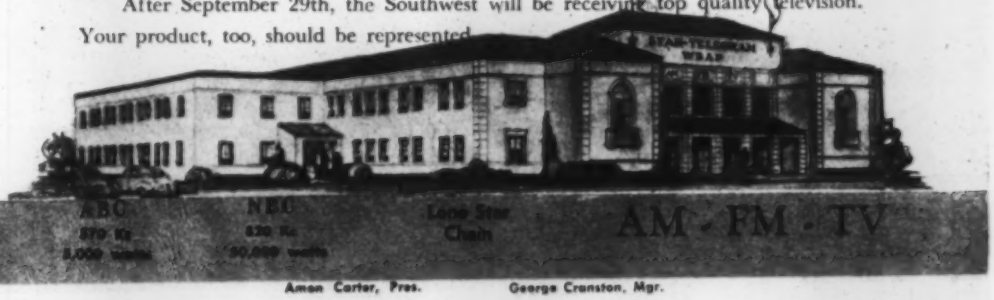
With [illegible] many well-known advertisers, WBAP-TV, the Southwest's FIRST television station, begins operation September 29th with over 100 hours of commercial commitments.

Among these clients are: Leonard's Department Store, sponsoring high school football, Thurs., Fri. and Sat. nights; Humble Oil & Refining Compnay, presenting T. C. U. home football games on Sat.; and the W. C. Stripling Company with a full-length Alexander Korda picture each Wed. night.

WBAP-TV is housed in a huge, new radio and television center, completely and expensively equipped from film laboratory to mobile unit.

An exceptional line-up of local productions, including filmed Fort Worth and Dallas daily newscasts, will be supplemented by NBC and ABC Network programs via kinescope.

After September 29th, the Southwest will be receiving top quality television. Your product, too, should be represented.



WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

AM · FM · TV

Amon Carter, Pres. — George Cranston, Mgr.
Harold Hough, Dir. — Roy Bacus, Com. Mgr.

FREE & PETERS, INC. *National Representatives*

THIS IS
Magic Valley

AND THIS IS
MAGIC VALLEY'S
Pioneer
STATION
KRGV

1290 KC
1000 WATTS

Affiliated with
National Broadcasting Co.
LONE STAR CHAIN

WESLACO, TEXAS
IN THE LOWER RIO
GRANDE VALLEY . . .

Where OIL PRODUCTION added $40,000,000.00 to the $130,-000,000.00 produced by citrus, vegetables, cotton and poultry in 1947. Bank deposits totaled $124,-473,512.00. Let KRGV deliver this magic market for you.

Represented By
TAYLOR-BORROFF & CO., INC.

FMA Registration

(Continued from page 25)

Indianapolis; Walter L. Emerson, WENR - FM Chicago; C. A. Emery, Westinghouse Electric Corp.; Baltimore; John A. Engelbrecht, Evansville, Ind.; Harold Essex, WMIT WSJS-FM Winston-Salem, N. C.; John A. Estelle, Andrews Corp., Chicago; Virgil G. Evans, KMUS-FM Muskogee, Okla.

F

Ben Farmer, Raytheon Mfg. Co., Waltham, Mass.; Farnsworth, WMRI Marion, Ind.; Millard C. Faught, Young & Faught, New York; William Fay, WHAM Rochester; Lauren K. Findley, Collins Radio Co., Cedar Rapids, Ia.; Fred W. Fischer, Westinghouse Electric Corp., Baltimore; William C. Forrest, WIBU WWCF Poynette, Wis.; Robert S. Frenoh, WVKO Columbus; Harry E. Frey, WBOW-FM Terre Haute, Ind.; Ray A. Furr, WIST Charlotte, N. C.

G

P. S. Gates, Gates Radio Co., Quincy, Ill.; W. V. George, CFCF, Canadian Marconi Co., Montreal, Canada; R. B. Gervan, Rural Radio Network, Ithaca, N. Y.; Glenn D. Gillett, Washington, Rev. Thomas J. Gillhooly, WSOU-FM South Orange, N. J.; Stanley M. Goard, KPFM Portland, Ore.; K. S. Gordon, KDTH-FM Dubuque, Ia.; Richard F. Grady, U. of Scranton, Scranton, Pa.; William A. Gray, Raytheon Mfg. Co., Waltham, Mass.; John A. Green, Collins Radio Co., Cedar Rapids, Ia.; O. K. Griffith, O. K. Griffith Co., Gate City, Va.; F. O. Grunwood, Gates Radio Co., Quincy, Ill.; Frank A. Gunther, Radio Engineering Labs., Long Island City, N. Y.; Sanford R. Guyer, WBTM-FM Danville, Va.

H

W. O. Hadlock, RCA-Victor, Camden, N. J.; Gus Hagenah, Standard Radio Transcription Service, Chicago Kolin Hage, SESAC, New York; Robert W. Hall, KFMX Council Bluffs, Ia.; G. P. Hamann, WBRC Birmingham; Eloise S. Hanna, WBRC Birmingham; Francis B. Hanlon, Burhans & Black, Syracuse; Wiley P. Harris, WJDX-FM Jackson, Miss.; C. J. Harrison, Federal Telephone & Radio Corp., Clifton, N. J.; John B. Heffelfinger, Kansas City; Samuel G. Henderson Jr., WGUY-FM WGAN-FM Bangor, Me.; Ed. J. Hennessy, WRBL-FM Columbus, Ga.; E. J. Hodel, WCFC Beckley, W. Va.; John V. L. Hogan, Radio Inventions, New York; Glen R. Holznecht, WJPG-FM Green Bay, Wis.; A. R. Hopkins, RCA-Victor, Camden, N. J.; Herbert A. Holmes, Noblitt-Sparks Industries, Columbus, Ind.; H. B. Hook, KGLO-FM Mason City, Ia.; Josh L. Horne, WCEC-FM Rocky Mount, N. C.; Russell O. Hudson, Audio & Video Products, New York; Richard B. Hull, Iowa State College, Ames, Ia.; W. Hutchings, World Broadcasting System.

I

S. Insull Jr., Stewart-Warner Corp., Chicago.

J

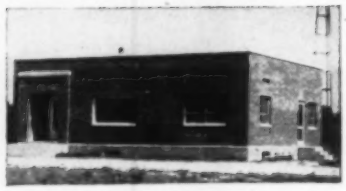
A. H. Jackson, Blaw-Knox, Pittsburgh; C. M. Jansky, Jansky & Bailey, Washington; Dan Jayne, WELL-FM Battle Creek, Mich.; Ben Jones, RCA-Victor, Camden, N. J.; E. Z. Jones, WBBB-FM Burlington, N. C.; Paul C. Jones, KBOA Kennett, Mo.

K

O. J. Keller, WTAX-FM Springfield, Ill.; Gaines Kelley, WFMY Greensboro, N. C.; H. F. Kern, WCFM Washington; Violet Kmety, WEFM Chicago; J. Frank Knebel, WFMU Crawfordsville, Ind.; Frank A. Knight, WGAZ Charleston, W. Va.; Joe Knowles, Collins Radio Co., Cedar Rapids, Ia.; Raymond F. Kohn, WFMZ Allentown, Pa.; Leo M. Kinman, WSRK Ashelbyville, Ind.; Joseph B. Kirby, WKRS Waukegan, Ill.; William H. Koster, WPJB Providence, R. I.; F. L. Koucky, Westinghouse Electric Corp., Baltimore; W. Krimont, WCFM Washington.

L

R. P. Lamons, Federal Telephone & Radio Corp., Clifton, N. J.; Howard Lane, WJJD, Inc., WFMF Chicago; C. O. Langlois Sr., John D. Langlois, Lang-Worth Feature Programs, Inc., New York; Clarence Leich, WMLL Evansville, Ind.; Ted Leitzell, WEFM Chicago; C. M. Lewis, RCA-Victor, Camden, N. J.; Bert Lown, Associated Program Service, New York; Charles D. Lutz, KYFM San Antonio; Horace Lyons, WLCS-FM Baton Rouge, La.



NEW TRANSMITTER building of KHMO Hannibal, Mo., which increased its power to 5 kw daytme and 1 kw night on Sept. 5, includes engineers' living quarters. On the transmitter site also are an adjacent smaller building, which houses two 35 KVA Diesel generators, and six 235-ft. all-steel towers. In shifting to higher power KHMO also moved to a new dial spot, 1070 kc. The station, a Mutual affiliate, had been operating since 1941 wth 250 w on 1340 kc.

M

I. Mager, Westinghouse Electric Corp., Baltimore; R. S. Mannheimer, RCA-Victor, Camden, N. J.; Leonard Marks, Cohn & Marks, Washington; A. F. Martin, WKPT-FM Kingsport, Tenn.; Don C. Martin, School of Radio Arts, Hollywood; J. R. Martinsen, Westinghouse Electric Corp., Baltimore; A. D. Massey, Westinghouse Electric Corp., Baltimore; John Mayo, WPJB Providence, R. I.; George A. Mayoral, WRCM New Orleans, La.; Miller McClintock, Rural Radio Network, Ithaca, N. Y.; Miss L. NaDeen McKeever, South Surburban Broadcasting Co., Blue Island, Ill.; Emmet H. McMurry, WJPR WJPR-FM Greenville, Miss.; Francis X. McNerney, WABJ Adrian, Mich.; Thomas F. McNulty, WMCP Baltimore; Dan Meadows, RCA-Victor, Camden, N. J.; E. W. Meeker, Chicago Car Advertising Co., Chicago; F. Richard Meyer III, Stewart-Warner Corp., Chicago; Carlyle W. Miller, Westinghouse Electric Corp., Baltimore; Harry Miller, Magnecord Inc., New York; Neville Miller, Miller & Schroeder, Washington; Robert O. Miller, WXRT Chicago; E. P. Mills, WELL-FM Battle Creek, Mich.; L. S. Mitchell, WDAE, Tampa, Fla.; R. E. L. Moore, Transradio Press Service, New York; N. Blair Munhofen, WFSS-FM Coram, Long Island, N. Y.; C. H. Murphey, Chicago Car Advertising Co., Chicago; J. E. Murphey, Westinghouse Electric Corp., Baltimore; Frank O. Myers, KCMC-FM Texarkana; Larry Myers, Syracuse U., Syracuse.

N

Charles W. Nax, KWGD St. Louis; Ben Nedow, KECK Odessa, Tex.; Cy Newman, Meneough, Martin & Seymour, Des Moines; M. S. Novik, Unity Corp., New York; Helen Nugent, WCTS Cincinnati; John Nystul, KVNJ-FM Fargo, N. D.

O

Harold O. Oison, Collins Radio Co., Cedar Rapids, Ia.; Herbert R. Ohrt, KGLO KGLO-FM Mason City, Ia.; John Ottmann, Stewart-Warner Corp., Chicago.

P

Roger C. Peace, WFBC WFBC-FM Greenville, S. C.; N. J. Peterson, General Electric Co., Syracuse; E. R. Phillips, Radio Engineering Labs., Long Island City, N. Y.; Dana Pratt, RCA-Victor, Camden; William R. Preston, WRVB & WRVC Richmond, Va.

R

Col. R. H. Ranger, Rangertone Inc., Newark; Stanley W. Ray Jr., WRCM New Orleans: R. Alton Reed, Baptist General Convention of Texas, Dallas; Paul W. Reed, WFAH Alliance, Ohio; H. A. Renholm, RCA-Victor, Chicago; Paul Reynolds, WDBJ-FM Roanoke, Va.; A. W. Rhinow, Federal Telephone & Radio Corp., Clifton, N. J.; Albert Riesen, KVSO-FM Ardmore, Okla.; William F. Rippetoe, WBOW-FM, Terre Haute, Ind.; Greg Rouleau, WJMC WJMC-FM Rice Lake, Wis.; Nelson S. Rounsley, WEEX Easton, Pa.; Sigel A. Roush, WBOW-FM Terre Haute, Ind.; C. R. Runyon III, Radio Engineering Labs., Long Island City, N. Y.; R. E. Russell, WOPT (FM), Oswego, N. Y.

S

A. B. Sambrook, World Broadcasting System, New York; Harold Saul, Stromberg-Carlson Co., Rochester; G. B. Saviers, Westinghouse Electric Corp., Baltimore; J. P. Scherer, WHFB WHFB-FM Benton Harbor, Mich.; Thomas W. Sewell, WMGY-FM Montgomery, Ala.; Lawrence Shipley, WJMO Cleveland; Robert L. Smith, WGAZ Charleston, W. Va.; John S. Spargo, Raytheon Mfg. Co., Waltham, Mass.; Ray P. Spellman, Noblitt-Sparks Industries, Columbus, Ind.; John F. Stanbery, Collins Radio Co., Cedar Rapids, Ia.; E. J. Staubitz, Blaw - Knox, Pittsburgh; Albert A. Stone, WTJS Jackson, Tenn.; Robert Stone, SESAC, New York; Craig H. Stratemeyer, Collins Radio Co., Cedar Rapids, Ia.; Ben Strouse, WWDC-FM Washington; E. C. Swaringen, WTAX-FM Springfield, Ill.

T

David G. Taft, WCTS Cincinnati; Hulbert Taft, WCTS Cincinnati; Sol Taishoff, BROADCASTING Magazine, Washington; Jack Tallcott, SESAC, New York; Edward G. Thomas, WFTW-FM Fort Wayne, Ind.; Gardner J. Thomas, WMRI Marion, Ind.; George H. Thomas, KVOL Lafayette, La.; Bill Thompson, BROADCASTING Magazine, Chicago; W. E. Thorp, Radio Engineering Labs., Long Island City, N. Y.; Kenneth O. Tinkham, K. O. Tinkham Enterprises, Hollywood; L. S. Toogood, Rangertone Inc., Newark; E. C. Tracy, RCA-Victor, Camden, N. J.; J. H. L. Trautfeiter, WFBR Baltimore; Neal W. Turner, Hallicrafters Co., Chicago; William E. Turner WCTW New Castle, Ind.

U

Dane Ulrich, WMRI Marion, Ind.

V

Walter Valerius, WKNP Corning, N. Y.; Leonard A. Versluis, WLAV-FM Grand Rapids, Mich.; George J. Volger, KWPC Muscatine, Ia.

W

Paul A. Walker, FCC, Washington; John M. Walter, WJPG-FM Green Bay, Wis.; William E. Ware, KFMX Council Bluffs, Ia.; Charles Wayland, Fisher, Wayland, Duvall, Washington; Fred Weber, WDSU-FM New Orleans; Henry Weber, WGNB-FM Chicago; Pierre Weis, Lang-Worth Feature Programs, New York; L. B. Weller, WJOB-FM Hammond, Ind.; Senator Elmer Wene, WAMJ-FM WSNJ-FM Bridgeton, N. J.; Edward A. Wheeler, WEAW-FM Evanston, Ill.; Edwin K. Wheeler, WWJ-FM Detroit; Earl W. Winger, WDOD-FM Chattanooga, Tenn.; Andy Wiswell, Associated Program Service, New York; Robert F. Wolfe, WFRO-FM Fremont, Ohio; Ralph J. Wood Jr., WBAR Chicago; F. R. Woodward, KDTH-FM Dubuque, Ia.; F. W. Woodward, KDTH-FM Dubuque, Ia.

Y

J. E. Young, RCA-Victor, Camden, N. J.; William E. Young, Capitol Records, Hollywood.

WTMJ-FM Is Operating With 50-kw Transmitter

WTMJ-FM, *Milwaukee Journal* station, took the air Sept. 18 with a new RCA 50-kw transmitter, said to be the first of its kind installed at any station. WTMJ-FM operated previously with a 3-kw transmitter.

Station began full-time operations on the same day, with 19 hours of daily programming and 17½ on Sundays. Local and NBC-WTMJ shows are duplicated from 5:30 a.m. to 12:30 a.m. daily, and from 7 a.m. to 12:30 a.m. Sundays. Station formerly broadcast from 3 p.m. to 10:15 p.m.

Transmitter is located at Richfield, Wis., where a new 550-ft. tower and an eight-element square loop FM antenna 80 feet high have been erected.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

You get all these features ONLY in the *Western Electric 5A Monitor*

for FM Broadcasting

CENTER FREQUENCY MONITOR:

Accuracy—better than ± 500 cycles. (± 200 cycles if occasionally adjusted to agree with a primary standard)
Meter Range— ± 3,000 cycles
Terminals for connecting remote meter

MODULATION PERCENTAGE MONITOR:

Accuracy—better than 5% *for all readings*
Modulation Range Capability—up to 133% (± 100 kc)
Terminals for connecting remote meter

QUALITY DESIGN AND MANUFACTURE:

Designed by Bell Telephone Laboratories. Built by Western Electric, to Western Electric standards of quality.

PROGRAM MONITORING CIRCUIT:

Output suitable for either aural program monitoring or FM noise and distortion measurements
Frequency Response— ± 0.25 db, 30 to 30,000 cycles, without de-emphasis; with de-emphasis, response is within ± 0.5 db of the standard 75 microsecond de-emphasis curve
Audio Output Power—output level adjustable up to + 12 dbm—permits direct switching of program monitor from transmitter input to 5A Monitor output
Harmonic Distortion—*less than 1/4 of 1%* from 30 to 15,000 cps
Output Noise—at least 75 db below signal at 100% modulation

MODULATION PEAK INDICATOR:

Indication Lamp — flashes when a selected level of modulation is exceeded
Peak Limit Range—continuously adjustable between 40% and 140% modulation

AM NOISE DETECTOR:

An exclusive feature in the 5A Monitor. The output of this detector—which may be read directly on an electronic voltmeter or noise meter — is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.

POWER SUPPLY: Newly designed 20C Rectifier (furnished as a part of the 5A Monitor) provides electronically regulated d-c *with less than 1 millivolt ripple* from 105-125 volts a-c 60 cycles. May be remotely located if desired.

The 5A Monitor includes numerous other valuable features such as: dual thermostats and dual heaters for each crystal—means for checking the inherent noise level of the monitor from its *input to output terminals*—requires only a low RF input level (1 watt) which can vary from 0.3 to 3.0 watts; i. e., a 10 to 1 variation *without affecting the performance of the monitor.* To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

Western Electric

Distributors: In the U. S. A.—Graybar Electric Company.
In Canada and Newfoundland—Northern Electric Company, Ltd.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

—QUALITY COUNTS—

B-40

Graybar Electric Company
420 Lexington Avenue, New York 17, N. Y.

Please send me Bulletin T-2437, including curves, schematics and block diagram of the 5A Monitor.

NAME_____

STATION_____

ADDRESS_____

CITY_____ STATE_____

Truman Trek

(Continued from page 26)

Special are kept busy from as early as 5 a.m. until past midnight, for Candidate Truman maintains a gruelling schedule. The correspondents hop off the train as it slows down and cover the President's appearances at each pin point. Where line facilities are available, they feed inserts to regular network shows. They also telephone or overhead color and other angles not likely to be covered in the regular wire service reports.

The correspondents still are pressing for the assignment of a car to radio men on the same basis as the automobile allocated to the wire services which follows closely behind the President when he leaves the train.

Part of the correspondents' daily routine is consumed by interviews with local station personnel who call on them. Bulk of this has gone to Charter Heslep of Mutual (which has 49 outlets along route), CBS' John Adams, NBC's Frank Bourgholtzer and ABC's Bryson Rash. Sometimes the interviews end abruptly. Signal for the end of each train stop is a weird "beep-beep" over the loud speaker. Newsmen are then confronted with a 20 or 30 second dash the length of four cars to get aboard.

An added feature of the radio phase is the engineer pool, consisting of Keith Williams, WRC-NBC, and Ed Laker, WTOP-CBS. They are responsible for engineering setups on all network pickups and are available to supply a tape on any talk by Candidate Truman if a network desires it. They have also assisted local stations in setting up the handling of major addresses.

Aboard also is Mrs. Adelheit (the Social Democrats of Copenhagen, Denmark), who recorded several shows for the State Dept.'s "Voice of America" in San Francisco. Leonard Mial, Washington correspondent of the BBC, also made the trip to Dexter. He aired a show to London from the WHO Des Moines studios.

Reynolds Identification

WITH appointment of Will Whitmore, Western Electric advertising manager, as new radio advertising manager of AT&T, W. M. Reynolds of Western Electric at the same time was named to succeed Mr. Whitmore [BROADCASTING, Sept. 20]. In error, an accompanying picture of Edwin A. Freed, new manager of electronic component sales to customers of RCA Tube Dept., was identified as Mr. Reynolds.

Mr. Reynolds

LEHIGH

STRUCTURAL STEEL CO.

17 BATTERY PLACE

New York 4, N. Y.

your inquiries are invited

Upcoming

Oct. 4: Directors' meeting, Canadian Assn. of Broadcasters, Toronto.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers. Middle Eastern district meeting, Washington, D. C.

Oct. 8: AAAA Central Council meeting, Hotel Blackstone, Chicago.

Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

Oct. 11-13: AAAA Pacific Council meeting, Arrowhead Hot Springs, Calif.

Oct. 14-15: NAB District 5 meeting, Biltmore Hotel, Atlanta.

Oct. 18-22: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

Oct. 19-21: First Advertising Agency Group, 1948 convention, Ponte Vedra Inn, Ponte Vedra, Fla.

Oct. 22-23: Kentucky Broadcasting Assn., Owensboro, Ky.

Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

Nov. 6-7: AWB District 13 meeting, Gunter Hotel, San Antonio, Tex.

Nov. 11: AAAA Michigan Council meeting, Detroit.

FCC DELAY IN KMPC PROBE IS QUESTIONED

FCC was caught in a political crossfire last week when Rep. Arthur G. Klein (D-N.Y.) condemned the agency's delay in its investigation of charges of news slanting practices of KMPC Los Angeles. He intimated the Commission may fear retaliation by the House Select Committee investigating the FCC and the influence of a well-known industry figure.

Information as to the status of the investigation into charges of political and religious bias against the G. A. Richards station was requested by Congressman Klein in a letter to Thomas J. Slowie, Commission secretary, made public last Monday.

Recalling that the complaint by station employes had been filed last March and an investigation launched March 19, Rep. Klein pointed out that "after this long lapse of time the investigation is still under way; it appears that no report has been made and there is no date set for hearing."

Rep. Klein said he recalled that Mr. Richards had announced "with considerable fanfare," the employment of Frank Mullen, former NBC vice president, as general manager of all the Richards stations—KMPC, WJR Detroit, and WGAR Cleveland.

Up to late last Thursday night, Rep. Klein's office had received no reply from Mr. Slowie, an associate of the legislator said.

WGTM Now 5 kw

WGTM Wilson, N. C., increased its power from 250 w to 5 kw full-time on Sept. 12. At the same time frequency was changed from 1340 kc to 590 kc. Allen Wannamaker is manager of the Mutual outlet.

WILM Sale To New Firm Before FCC

Transfer of Control Is Sought On Three Other Stations

SALE of WILM Wilmington, Del., from Delaware Broadcasting Co. to Hawkins Broadcasting Co., a new firm, for $205,000 was reported to FCC last week for approval. Transfer of control in two other stations and a grantee company also was filed. Other stations are WBVP Beaver Falls, Pa.; KBMY Billings, Mont., and WKDN Camden, N. J.

Hawkins Broadcasting is composed of Ewing B. Hawkins, assistant general manager of WHBF Binghamton, N. Y., president and 40%; William W. Hawkins Jr., drama critic for the *New York World Telegram*, vice president and secretary-treasurer 40%; the remaining 20% is held by Ewing Hawkins in trust for his four children. William W. Hawkins Sr., chairman of the board of directors of Scripps-Howard Newspapers, is a member of the board of directors but holds no stock.

Interest in KBMY will transfer from six equal partners to four of the original partners holding equal shares. Robert E. Mulvaney and Willard Mulvaney sell their holdings for $10,000 each to the remaining partners: Don C. Foote, John W. Foote, Horace S. Davis and Rockwood Brown.

Smith Request

Frank R. Smith Jr., licensee of WBVP, requests transfer of the license to a new corporation, WBVP Inc., in which he will hold majority interest. The new firm will be owned as follows:

Mr. Smith, president, 60%; Lillian M. Smith, his wife, secretary, 10%; Thomas B. Price, vice president, 20%, and Charles Onderka, treasurer, 10%. Mr. Price, sales manager of the station, pays $10,000 for his interest and Mr. Onderka, station's bookkeeper and auditor, pays $5,000. Mr. and Mrs. Smith's interest is given for services rendered by Mr. Smith. Mr. Smith is president and 10% owner of United Broadcasting Corp., applicant for AM and TV stations at Pittsburgh.

Ranulf Compton requests that his construction permit for WKDN be transferred to a new corporation, South Jersey Broadcasting Co., in which he will hold majority interest. Mr. Compton will be president and treasurer and hold 77%, his wife Florence J. Compton, vice president and 20%, and Mortimer Hendrickson, proposed manager of the station, will be assistant secretary-treasurer and 3% owner. All stock is issued for past service with the exception of 111 shares to be bought by Mr. Compton for $11,100 and five shares which Mr. Hendrickson will purchase for $500.

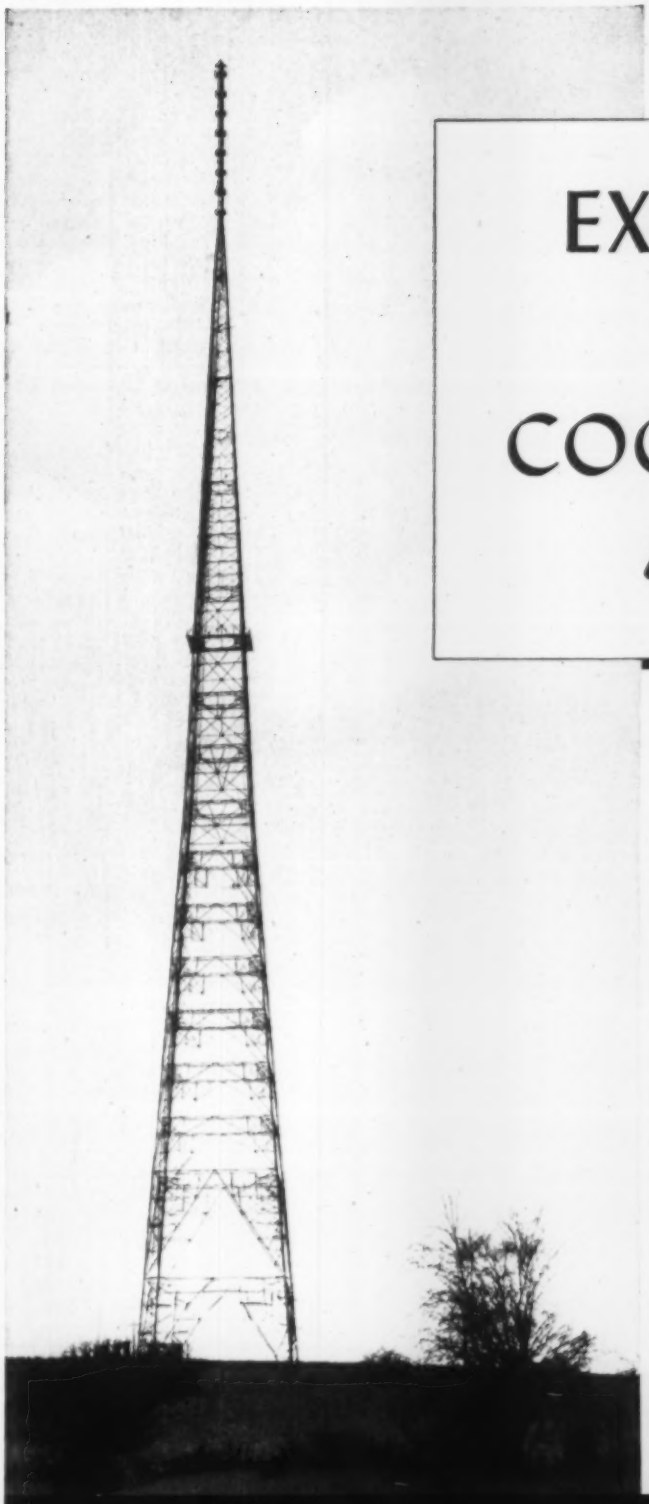
WSTC and WSTC-FM

STAMFORD, CONN.

"The Gateway to New England"

A B C Affiliate

Representative J. P. McKINNEY & SON



EXPERIENCE PLUS COOPERATION *DOES IT!*

There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless" . . . Together we get results that reflect credit on our structural designers and the station's technical experts . . . If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

◀ Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.

BLAW-KNOX ANTENNA TOWERS

Public Interest

(Continued from page 28)

medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech."

The decision clearly indicates that the mere fact that atheists or persons or groups with similar views do not agree with the contents of a religious radio broadcast will not raise the subject of that broadcast to the position of a public controversy or require that such differing viewpoints on the matter also be afforded radio time. The Scott decision does point out that an organization or an idea "may be projected into the realm of controversy by virtue of being attacked." But the fact that organizations or persons holding ideas differing from those expressed in a religious radio broadcast may think that they have been attacked does not give rise to a public controversy necessarily.

The test must of necessity be one of reasonableness and of overall fairness and any radio broadcast licensee adhering to such standards would be acting in accordance with his duty to operate in the public interest.

What the Scott decision has emphasized is the principle that the radio broadcast licensee in exercising his judgment as to what is a controversial issue should not deny time over his broadcast facilities for the expression of a particular point of view solely because he does not agree with that point of view.

(The license of radio station WHAM in Rochester, New York, was renewed, not in circumstances suggesting a reversal of the Scott decision, but upon the assurance of the licensee that the Society of Free Thinkers had not been denied time because of disagreement with their point of view.) . . .

The doctrine stated in the Scott decision is a reiteration of the principle that freedom of speech on the radio does not permit of the exclusion of particular viewpoints because of the licensee's disagreement therewith. I find it impossible to see how anyone can quarrel with this proposition if he agrees that radio stations must, under the law, operate in the public interest.

Indeed, far from quarreling with this proposition, S. 1333, the bill to amend the Communications Act, to which I have already referred and which was reported to the Senate of the United States on June 9, 1948, by the Senate Committee on Interstate and Foreign Commerce, strongly reemphasizes it . . .

The FCC has said in a number of decisions that the public interest is served by affording to radio listeners the opportunity to hear differing points of view about controversial public questions over the radio facilities of this country. It is difficult to imagine that it is a dangerous and mischievous business for the American people to hear all sides of public questions.

It seems to me that the observance of such a standard by broadcast licensees gives real meaning to the concept of free speech. If we say that radio broadcast licensees may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law.

If the Commission's concept of the operation of American radio in the public interest under the Communications Act of 1934 is questionable, then I urge that this concept be thoroughly reviewed by the appropriate committees of the Congress and thoroughly discussed on the floor of the House of Representatives and the Senate. If that concept is then found to be wrong, then the Communications Act should be amended so as to redefine the standard of the public interest in this regard.

First 15 Program Hooperatings—Sept. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Walter Winchell*	218	Andrew Jergens Co. (Orr)	16.6	11.3	+5.3	1
Radio Theatre	153	Lever Bros. (JWT)	13.7	10.7	+3.0	3
Arthur Godfrey's Talent Scouts	149	Lipton Div., Lever Bros. (Y&R)	12.1	6.8	+5.3	38
We, The People	119	Gulf Oil (Y&R)	11.4	7.2	+4.2	31
My Friend, Irma	149	Lever Bros. (FC&B)	11.1	8.3	+2.8	16
Stop The Music (average)	171	P. Lorillard Co. (8-8:15 & 8:45-9) (L&M) Swerl Products (8:15-8:30) (Maxon) Speidel Co. (8:30-8:45) (C&P)	10.9	—	—	—
This Is Your FBI	251	Equitable Life of U.S. (W&L)	10.9	8.8	+2.1	11
Take It Or Leave It	163	Evershorp (Biow)	10.7	9.5	+1.2	8
Break The Bank	195	Bristol-Myers (DC&S)	10.7	9.7	+1.0	6
Mr. Keen	146	Whitehall Pharmacal (D-F-S)	10.2	6.3	+4.2	45
Suspense	161	Electric Autolite (Newell-Emmett)	10.0	9.0	+1.0	9
People Are Funny	161	B. & W. Tobacco (Seeds)	9.9	—	—	—
Mr. District Attorney	160	Bristol-Myers (DC&S)	9.8	10.9	—1.1	2
Crime Photographer	163	Toni Co. Div., Gillette (FC&B)	9.6	7.3	+2.3	28
Your Hit Parade	162	American Tobacco (BBDO)	9.5	9.8	—0.3	5

*Includes second broadcast.

Top Ten Daytime Hooperatings—Sept. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
When A Girl Marries	77	General Foods (B&B)	6.1	5.0	+1.1	7
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	6.0	5.8	+0.2	1
Big Sister	93	Procter & Gamble (Compton)	5.7	4.7	+1.0	11
Portia Faces Life	89	General Foods (B&B for Post's FC&B for Postum)	5.5	4.4	+1.1	14
Our Gal, Sunday	80	Whitehall Pharmacal (D-F-S)	5.4	5.7	—0.3	2
Backstage Wife	146	Sterling Drug (D-F-S)	5.4	4.1	+1.3	18
Young Dr. Malone	81	Procter & Gamble (Compton)	5.4	3.8	+1.6	27
Guiding Light	85	Procter & Gamble (Compton)	5.3	3.9	+1.4	23
Right To Happiness	149	Procter & Gamble (Compton)	5.3	5.1	+0.2	5
Pepper Young's Family	150	Procter & Gamble (P&R)	5.3	4.9	+0.4	9

Suit Threatened

WILLIAM W. REMINGTON, a suspended Commerce Department official and figure in hearings before the House Un-American Activities Committee, last Thursday threatened to sue NBC and Miss Elizabeth T. Bentley unless the latter retracts charges that he is a Communist. In letters to Miss Bentley, admitted Communist spy courier during the war, and the network, Mr. Remington set 12 noon, Sept 30 as the deadline for a retraction of charges which he said were made on Martha Rountree's "Meet the Press" television show Sept. 12. Her reply of "certainly" to Author Cecil Brown who asked if she would repeat her charges made before Congress, was given as the basis of the threatened suit.

ADMIRAL Corp., Chicago, declared regular quarterly dividend of .15 per share on common stock payable to stockholders of record at close of business Sept. 17. Set payment date is Sept. 30.

WFTR DEBUTS AS NEW VIRGINIA MBS OUTLET

WFTR Front Royal, Va., new 250-w AM station, began regular operation Sept. 19 as a MBS affiliate. Station is licensed to the Sky-Park Broadcasting Corp., and operates on 1450 kc.

Personnel of WFTR includes Warren S. Bell, general manager and chief engineer; Roy Springer, commercial manager; Bob Martin, program director, and Sandra Robinson, traffic control writer. Sky-Park Broadcasting Corp. consists of H. F. Minter, president; Everett Williams, vice president, and Howard A. Duncan, treasurer.

Mr. Bell previously was associated with WOL Washington as chief engineer until last December. He joined that station in 1937 after serving for two years with WSVA Harrisonburg, Va.

WFTR launched its operation with appropriate ceremonies highlighted by promotional announcements, an address by Mayor Purdum, and participation of civic groups as well as open house. Station will operate from 6 a.m. to 11 p.m. daily except Sundays when it will broadcast from 8 a.m. to 11 p.m. WFTR's staff numbers 11 employes including officers.

AM studios and offices are located on John Marshall highway one-half mile from Front Royal. It has a 250-w Western Electric transmitter. Twenty-five accounts already have been signed, according to Mr. Bell.

Henry B. Humphrey, 82, Ad Agency Founder, Dies

HENRY B. HUMPHREY, 82, founder and chairman of the board of the H. B. Humphrey Co., Boston, one of the nation's oldest advertising agencies, died Sept. 19.

Mr. Humphrey, who was instrumental in founding what is now the American Assn. of Advertising Agencies, had been in the advertising business for more than 60 years. He founded his company in 1887.

A crusader for better advertising procedures, Mr. Humphrey started the "Truth in Advertising" movement. He was active in the affairs of his home city. In 1908 he reorganized the Boston Ad Club, and served as its president for several terms.

Surviving him are two sons, Richard, of Brookline, Mass., and Henry Jr., New York, and two daughters, Mrs. Humphrey Nelson and Mrs. Francis S. Moulton, both of Boston.

KFSA
delivers a market that can't be covered from *Outside Ft. Smith!*

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.

KFSA 1950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR-BOROFF and Co., Inc.

RCA INSTITUTES, INC.
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ASCAP

New Contract Details In Discussion Stage

THE present ASCAP contracts do not expire until Dec. 31, 1949, but already the advancing shadows of that event have begun to creep into the consciousness of broadcasters, particularly those whose contracts were signed in the early months of the year.

Section 17 of the standard station contract agreement form gives the station the right to change its present form of license from blanket to per program or vice versa "at the end of each contract year during the original term thereof upon 90 days written prior notice to society." But this switch-over privilege is not extended to new contracts covering the period beyond Dec. 31, 1949. The end of the contract year has been defined as meaning the anniversary of the date the contract was signed. Accordingly, stations whose ASCAP contracts were signed in January must during this October decide what kind of a license they want from ASCAP for the ensuing nine years to be covered by the new agreements.

This switch-over privilege, incidentally, applies to individual stations only, the networks having agreed to take out blanket licenses both for their network programs and for the programs of their owned and operated stations, without the right to change to a per program basis.

Another impending deadline is Dec. 31 of this year, when ASCAP must inform the broadcasters whether it intends to ask for an increase in the rate currently paid for the use of the music of ASCAP members on the air or whether it will continue the present scale for the nine-year period beginning Jan. 1, 1950. In negotiations over the past two years with a committee of broadcasters headed by Theodore C. Streibert, president of WOR New York, ASCAP has indicated its willingness to continue the present arrangement, provided that certain troublesome details of the present contracts can be satisfactorily worked out.

Most difficult of those trouble points has been the determination of the proper basis of payment for network cooperative programs.

Everyone agrees that ASCAP, under its contracts with the broadcasters, is entitled to some payment for the co-op shows. And, while the question of who should pay would seem to be primarily a station-network problem, it is one which the broadcasters must get settled with ASCAP before the new contracts can be drafted.

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Nielsen Radio Index Top Programs

REPORT WEEK, AUG. 15–21, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-a-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-Wk. 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Crime Photographer	14.6	+0.4	1	1	Crime Photographer	12.4	+1.2
	2	4	Suspense	14.3	+1.1	2	3	Suspense	11.2	+0.6
	3	7	Hallmark Playhouse	14.3	+1.9	3	4	This is Your FBI	10.5	+0.2
	4	3	This is Your FBI	13.4	+0.1	4	11	Mr. Keen	10.5	+1.5
	5	13	Break the Bank	13.4	+1.7	5	12	Hallmark Playhouse	10.0	+1.3
	6	6	Mr. District Attorney	12.9	+0.3	6	2	Mr. District Attorney	9.9	−0.8
	7	—	All-Star Football Game	12.9	—	7	13	Break the Bank	9.4	+0.7
	8	2	Mr. Keen	12.8	−0.6	8	5	Adv. Sam Spade	9.3	−0.4
	9	12	The "Fat Man"	12.4	+0.7	9	7	Stop Music (4th Qtr.)	9.3	−0.2
	10	NR	Mystery Theater	12.0	+1.5	10	14	Big Story	9.0	+0.4
	11	5	Adv. Sam Spade	11.9	−0.1	11	18	Mystery Theater	8.9	+0.6
	12	10	Take It or Leave It	11.5	−0.3	12	10	Take It or Leave It	8.5	−0.6
	13	14	Big Story	11.3	−0.4	13	8	Dr. Christian	8.5	−0.9
	14	9	Dr. Christian	11.3	−0.7	14	6	The "Fat Man"	8.4	−1.2
	15	NR	Call the Police	11.1	+0.1	15	—	Stop Music (3rd Qtr.)	8.4	–
	16	NR	Camel Caravan	11.0	+0.9	16	19	Adv. Thin Man	8.2	+0.8
	17	8	Philip Morris Night	11.0	−1.2	17	NR	Camel Caravan	8.1	+1.8
	18	18	Mr. & Mrs. North	11.0	−0.3	18	9	Philip Morris Night	8.1	−1.1
	19	NR	Adv. Thin Man	10.8	+1.2	19	15	Jergens Sum. Journal	8.0	−0.6
	20	15	Jergens Sum. Journal	10.8	−0.8	20	NR	Sheriff	7.8	+0.7
E-5	1	1	Lone Ranger	9.7	−0.2	1	1	Lone Ranger	7.3	0.0
	2	NR	Gabriel Heatter (Carter)	7.3	+1.4	2	NR	Gabriel Heatter (Carter)	5.7	+1.4
	3 & 2		Supper Club	6.1	−0.9	3	2	Supper Club	5.1	−0.6
D-5	1	9	Our Gal, Sunday	9.1	+0.6	1	9	Our Gal, Sunday	8.3	+0.9
	2	1	When Girl Marries	8.9	−1.9	2	1	When Girl Marries	8.0	−1.5
	3	11	Wendy Warren	8.9	+0.7	3	2	Backstage Wife	8.0	−1.2
	4	2	Backstage Wife	8.8	−1.4	4	13	Big Sister	7.8	+0.9
	5	13	Big Sister	8.7	+0.9	5	11	Ma Perkins (CBS)	7.7	+0.6
	6	12	Ma Perkins (CBS)	8.5	+0.6	6	10	Wendy Warren	7.5	+0.4
	7	3	Right to Happiness	8.5	−1.4	7	3	Right to Happiness	7.5	−1.5
	8	4	Young Widder Brown	8.5	−1.4	8	NR	Guiding Light	7.5	+1.0
	9	15	Rom. Helen Trent	8.4	+0.8	9	14	Rom. Helen Trent	7.3	+0.6
	10	NR	Guiding Light	8.2	+0.7	10	NR	Second Mrs. Burton	7.3	+0.7
	11	NR	Second Mrs. Burton	8.1	+0.8	11	NR	Perry Mason	7.2	+0.6
	12	NR	Perry Mason	8.1	+0.9	12	4	Young Widder Brown	7.1	−1.6
	13	7	Pepper Young	8.1	−1.3	13	5	Stella Dallas	7.1	−1.6
	14	5	Stella Dallas	8.0	−1.8	14	6	Portia Faces Life	7.0	−1.4
	15	6	Portia Faces Life	8.0	−1.6	15	7	Pepper Young	6.9	−1.4
D-1	1	3	Armstrong Theater	10.1	+1.6	1	1	Grand Central Station	7.6	−0.6
	2	1	Grand Central Station	9.0	−0.5	2	3	Armstrong Theater	7.1	+0.2
	3	2	Give and Take	8.7	−0.5	3	2	Give and Take	6.2	−1.6
	4	NR	Junior Miss	8.0	+1.0	4	4	True Detective Myst.	6.2	−0.5
	5	NR	Adv. Archie Andrews	7.7	+0.2	5	NR	Junior Miss	5.9	+0.2

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.
Copyright 1948, A. C. Nielsen Co.

August New High In TV Set Output

RMA Members Make 64,953 Receivers in August

ANOTHER record in TV set production was set in August, when Radio Mfrs. Assn. members turned out 64,953 video receivers. Production of AM-FM sets rose to 110,879, highest figure since the 161,185 record set last March.

Trend toward an expected heavy fall production of radio and TV sets was seen by RMA in August output following the mid-summer slack period.

Average weekly output of TV sets in August was 51% over the weekly average for the first half of the year.

Output of all types of sets was 870,044 in August compared to 627,349 in July. Auto and portable models totaled 256,594 and 178,323 respectively.

AM-FM set production thus far this year totals 881,180 sets, according to RMA.

Monthly production thus far in 1948 follows:

	TV	FM-AM	AM	All Sets
Jan.	30,001	136,015	1,173,240	1,339,256
Feb.	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
August	64,953	110,879	759,165	934,997
Total	399,938	881,180	8,082,736	9,363,854

START GET-OUT-VOTE DRIVES, NAB ADVISES

WITH special interest groups starting to use get-out-the-vote devices to obtain free air mention, A. D. Willard Jr., NAB executive vice president, has asked stations to start their own voting campaigns if they have not already done so.

He pointed out that radio should get the credit for this service and perform the function under its own auspices as a means of promoting good citizenship.

Statements from the three Presidential candidates urging voters to cast their ballots were made available last week by the Advertising Council.

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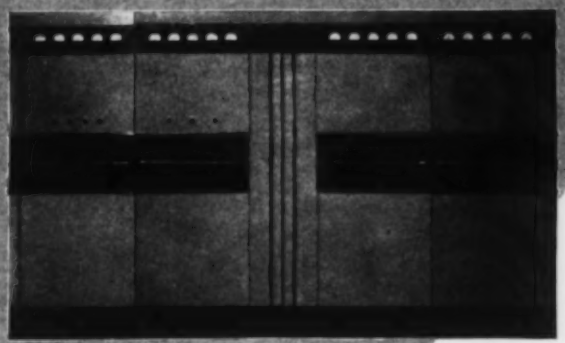

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HERBIE Fields
In a Persian Market
DJ-563

CECIL Campbell's
TENNESSEE RAMBLERS
Please Daddy Don't Drink No More
and
JIMMY Revard
and his Oklahoma Playboys
My Little Girl
I Love You
DJ-564

TOMMY Dorsey
Until and
The Tommy Dorsey Story
DJ-531

Sons of the Pioneers
My Feet Takes Me Away and
The Missouri Is A Devil of A Woman
DJ-557

RCA VICTOR RECORDS

Sun Valley

(*Continued from page 23*)

means a more aggressive fight ahead by all broadcasters to create new money for TV and increase radio's share of the total advertising dollar.

"To hold and increase revenues for sound broadcasting and to develop new money for television is the challenge to every one of us in this business," said Mr. Trammell. "Together we can do that job but I warn you that it will not be easy. Broadcasting was not developed quickly and television, although it is part and parcel of the broadcasters business, has few precedents to fall back on."

AM Increase

On the sound broadcasting side Mr. Trammell said that the estimated broadcasting revenue in 1948 —$560,900,000— is an increase over 1947. This is the highest revenue in the history of radio advertising and is 13.5% of the total advertising bill estimated for 1948. Most of the largest national advertisers continue to spend more money in radio than in any other medium. NBC's gross, he said, will be the highest in its history this year.

In five years (by 1953), barring unforseen developments, there will be approximately 11½ million television receivers in operation, Mr. Trammell said. "That's a lot of circulation, but its a far cry from the circulation sound broadcasting has today—73 million sound receivers in 37 million homes and 9 million automobiles."

In reciting the terms of the new network-affiliate contract for TV, Mr. Denny explained that it was now in process of being drafted by the network's attorneys, but had been blocked out in broad outline to the network's affiliates and to the NBC Station Planning and Advisory Committee which met at Sun Valley last Monday preparatory to the meeting.

After presentation of the contract the SPAC membership met with NBC affiliates in executive session to discuss the contract proposal as well as other matters on the agenda of the closed sessions. Mr. Denny predicted that, barring the unforseen, NBC's TV network may reach 30 stations in 1949. The minimum of connected stations, he said, will be 16 but more probably between 20 and 25. By the end of 1949 there will be 2,500,000 TV sets in homes and public places as against an estimated 870,000 next December.

In 1949, Mr. Denny asserted, television will emerge as a regular, dependable service to the public.

Sharper Programming Need

The novelty aspects, he said, have worn off. The public accepts television as commonplace and begins to rely upon it for information, education and entertainment. In 1949 viewing habits will become more critical. Regular features for the viewing public will be more important.

Cities in which NBC will have TV affiliates through coaxial cable or microwave relays by the end of 1949 were listed by Mr. Denny as: Boston, Providence, Hartford, New York, Schenectady, Wilkes Barre, Allentown, Trenton, Philadelphia, Wilmington, Baltimore, Washington, Richmond, Norfolk, Lancaster, Johnstown, Pa., Pittsburgh, Cleveland, Buffalo, Rochester, Syracuse, Toledo, Detroit, Chicago, Milwaukee, St. Louis, Columbus, Dayton, Cincinnati, Louisville, Fort Wayne, Indianapolis and Peoria. Of these, 15 already are operating commercially and one (WGL-TV Fort Wayne) is opertaing experimentally.

Mr. Denny explained that under the new plan NBC network TV will provide 28 hours of network programming a week. Network option time will be from 5 to 6 p.m. and from 7:30 to 10:30 p.m. Eastern Standard Time. Local station time will be from 6 to 7:30 p.m. The schedule does not account for special events or Saturday and Sunday afternoon telecasts.

Time Already Contracted

Of the 28 hours supplied by NBC, 11 hours 55 minutes already have been sold, he said. Harry Kopf, administrative vice president in charge of NBC sales, predicts 15 hours of commercial time in 1949 as a conservative estimate. The estimated 13 hours of sustaining time will be supplied through a cost sharing arrangement whereby affiliates pay roughly 50%. By spreading the cost among the entire network, top flight programs will be provided at low cost, he declared.

After outlining terms of the affiliation contract, Mr. Denny said it was not projected as a get rich quick scheme for either NBC or for the affiliated stations. The operation, he declared, will involve a very substantial loss for NBC in 1949.

He predicted that the firm foundation which could be fashioned upon this contract would insure that NBC television network will hold the same position of leadership in TV which it and its affiliates have achieved in aural broadcasting.

Cost Relief in 1950

Mr. Denny said television now is in the period of peak losses and is hitting the apex of the cost curve. He predicted it would take a turn for the better next in 1950, although he did not expect it would be on a paying basis then. Mr. Trammell earlier had told the affiliates that the economic future of TV could be divided into three periods, the period of losses, the break even period and the beginning of the period of plenty (about six years).

The prime purpose of the new contract, said the former FCC

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COLUMBUS, INDIANA

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chairman, is to introduce a cooperative effort between the network and affiliates to build good programming as speedily as possible. He stressed the importance of good sustaining programs to hasten sponsorship. Revision of NBC's feature service, cost of which drew objections from original affiliates, is still in the formative stage, Mr. Denny said. NBC will retain the unit and will acquire and produce film for the network which will be available to affiliates for less than open market or individual production costs. A more definite announcement will be made shortly, he said.

Other Services

Mr. Denny explained that as to non-interconnected affiliates every effort will be made to provide them with full commercial service by kinescope recording. Sponsors evidently feel they want such shows to be presented at the same time as on the interconnected network and the present plan is to supply the kinescope recordings for performance two weeks after the live showing but at the same clock time.

The new index formula proposed by NBC was developed largely by William S. Hedges, vice president for administration and planning. Basically, it was pointed out, the TV rate structure is premised upon a rule of thumb that television should warrant a 4-to-1 ratio against oral broadcasting. This is based on such factors as line charges ($41 per mile for TV as against $6 for AM), production and operating costs plus advertising and sales effectivness.

Mr. Trammell had indicated to affiliates in his opening remarks that NBC stood to lose approximately $3,000,000 in television this year and that it hoped it would be able to curtail the losses next year.

The convention agenda was thrown for a loss Wednesday morning by SPAC sesions.

In addition to Messrs. Trammell and Denny, other speakers at the closed sessions Wednesday were Ken R. Dyke, administrative vice president in charge of programs, on programming for profits, T. C. McCray, national program manager, on money giveaways and competitive programming; Dr. Sterling Fisher on college by radio, and Easton C. Wooley, station's department director on Daylight Saving Time operation and AM-FM duplication.

At a Thursday afternoon session, the balance of the Wednesday morning agenda was picked up.

William F. Brooks, vice president in charge of news and special events, told of the comprehensive plans for radio and television coverage of the forthcoming Presidential elections. NBC, he said, will supplement coverage of the three press associations with reports from its own staff of reporters and analysts and those from its affiliates. He revealed that several major advertisers are currently negotiating for commercial sponsorship of the returns on the standard network.

Sidney H. Eiges, NBC's vice president in charge of press, urged affiliates to give strong economic support to the industry's trade press as well as to the established newspapers in their home communities. The trade press of our industry, he said, must always be in a position to speak with a strong and sure voice and to provide us with the same comprehensive coverage of our activities which we now receive.

Mere lip service to the code of the NAB or to the new NBC code by its affiliates, would lose the high confidence of the listeners and viewers which these arts now enjoy, Mr. Eiges declared. Radio should never let down on its vigilant and alert pursuance of freedom of expression, he admonished. H. M. Beville, NBC director of research, painted a glowing picture of BMB and said that new projects give the organization a new lease on life. He cited the importance of research in the new competitive picture and predicted that current projects to sell radio as a medium must be regarded as purely a start with a continuing effort paralleling those of the newspapers and magazines, essential within three years.

NBC's new motion picture, "Behind Your Radio Dial," was premiered at the convention, and won enthusiastic acceptance from the affiliates. James M. Nelson, NBC's director of advertising and promotion, outlined the scope and purpose of the picture, as well as the forthcoming "Parade of Stars", promotion for the fall listening season. He emphasized particularly the new Wednesday and Sunday night network competition, and urged stations to get behind the exploitation locally. The $50,000 picture was the plan of Charles Hammond, NBC vice president.

Friday was given over to television, and to the SPAC deliberations with the NBC high command. Sidney M. Strotz, administrative vice president for television, and West Coast head discussed the administration problems of a television network. Mr. Hedges then recounted TV economics; Harry C. Kopf, administrative vice president in charge of sales, the sales outlook for video.

A panel discussion on the problems of television affiliates was presided over by Noran E. Kersta, associate director. Participants were Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WTMJ-TV Milwaukee; Robert S. Peare, vice president of GE; J. B. Conley, Westinghouse; R. V. Tooke, Philco; Harold Burke, WBAL-TV Baltimore; Robert E. Dunville, WLWT Cincinnati; A. H. Kirchhofer, WBEN-TV Buffalo; Stanley Hubbard, KSTP-TV St. Paul and Carleton D. Smith, NBC television manager. O. B. Hanson, NBC vice president in charge of engineering, discussed technical assets of TV.

Strictly in Red

WHEN Charles R. Denny, NBC executive vice president and former FCC chairman, arose to address the NBC convention at Sun Valley last Wednesday he had distributed to the audience of 300 delegates and their guests a U. S. map depicting the television status of NBC AM network stations. Stations holding construction permits were circled in green. Those with TV applications were shown in yellow. The 15 TV operating stations were encircled in red ink.

RADIO MEN PRESENTED PRESIDENTIAL AWARDS

THE PRESIDENT'S Certificate of Merit was presented to 30 members of the Institute of Radio Engineers last week for "outstanding services in technological research and development during World War II." The recipients and their affiliations follow:

Henry B. Abajian, L. H. Terpening Co.; George W. Bailey, The Institue of Radio Engineers; Wilmer L. Barrow, Sperry Gyroscope Co.; H. H. Benning, Aircraft Radio Corp.; Harold H. Beverage, RCA; K. C. Black, Aircraft Radio Corp; Hendrik W. Bode, Bell Telephone Labs.; Ralph Bown, Bell Telephone Labs.; Herbert E. Bragg, National Defense Research Com.; Henri Busignies, Federal Telecommunication Labs.; John F. Byrne, Airborne Instruments Lab.; F. C. Cahill, Airborne Instruments Lab.; Howard A. Chinn, CBS; F. S. Cooper, Haskins Labs. Inc.; W. F. Davidson, Consolidated Edison Co.; H. D. Doolittle, Machlett Labs.; O. S. Duffendack, Philips Labs. Inc.; John N. Dyer, Airborne Instruments Lab.; Donald G. Fink, McGraw-Hill Pub. Co.; E. G. Bubini, Airborne Instruments Lab.; Raymond L. Garman, General Precision Equipment Corp.; B. L. Havens, Watson Scientific Computing Lab.; L. Grant Hector, Sonotone Corp.; William H. Martin, Bell Telephone Labs.; James H. Moore, AT&T; Haraden Pratt, American Cable & Radio Corp.; J. C. Schelleng, Bell Telephone Labs.; William P. Short, Federal Telecommunication Labs.; Hector R. Skifter, Airborne Instruments Lab., and Ernst Weber, Polytechnic Institute of Brooklyn.

Loren F. Jones, manager of research and development projects of the RCA Engineering Products Department, and Hugh H. Spencer, manager of RCA Teleran Sales, also received Certificates of Merit.

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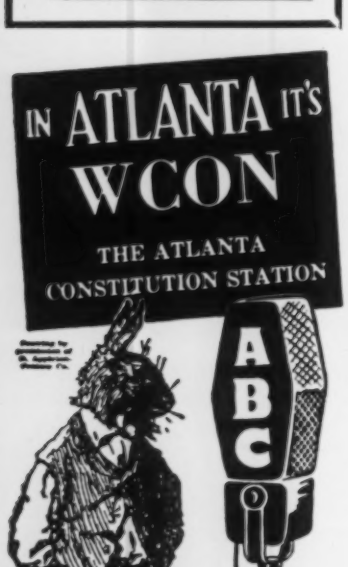

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
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WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

NBC's Proposed TV Contract

(Continued from page 23)

mond to 224 for New York. Philadelphia has an index of 111, Baltimore of 64. Thus Baltimore would pay more for sustaining service than Richmond.

Cost of sustaining service figures out to 1 times the index number per hour.

All monies received from stations for sustaining service to be ploughed back into programs.

NBC will make no charge for its studio and production facilities for sustaining shows.

V

PARTLY INTERCONNECTED. Some stations will not get full time service in 1949. NBC will seek to work with AT&T and with other TV networks on equitable method of sharing use of such lines. Nevertheless, there will be some programs which will not get through on the cable to Midwest stations.

NBC will send as many of those commercial programs as possible to partly-interconnected stations by kinescope (film transcriptions). Because these stations will have waived compensation for 30 unit hours NBC will bear cost of the kinescope recordings to partly-interconnected stations.

NON-INTERCONNECTED NETWORK: By kinescope recording NBC will deliver both commercial and sustaining service to non-interconnected stations and to partly-interconnected network during hours when coaxial cable is not available. Arrangement for delivery will differ depending upon whether program is commercial or sustaining.

KINESCOPE—COMMERCIAL. Non-interconnected stations. One print per station for commercial. NBC will charge station for making that print according to a table which will be set forth in station contract. Cost of an hour's kinescoping on a 1 print per station basis will be $125. This will be graduated downward for 45 minute, 30 minute and 15 minute shows.

NBC and affiliates will divide equally balance of station rate after deducting discount agency commissions and the cost of kinescoping.

In the case of partly-interconnected stations which have waived compensation on the 30 hours NBC will pay cost of kinescoping and will pay affiliate 33 1/3% of gross.

KINESCOPE—SUSTAINING. Arrangement identical for non-interconnected and partly-interconnected.

Sustaining service to partly-interconnected stations will be on same basis as to interconnected stations.

To reduce cost of sustaining service NBC will bicycle prints from station to station, serving 3 stations with a single print.

Stations will pay for sustaining service in accordance with table set forth in the contract: Charge for an hour's sustaining program will be $80 if the station's index number is 80 or less. If index number is more than 80, station will pay one times its index time per hour. This is same charge as is made on interconnected network.

'BEHIND YOUR RADIO DIAL'

NBC Film, Showing Network Stars, Personnel, Previewed at Sun Valley

A 25-MINUTE promotional movie to which NBC hopes to attract 5,000,000 televiewers before the end of 1949 was shown to the network's second annual convention of affiliates at Sun Valley last week.

The picture, an elaborate production which features some of NBC's brightest stars and biggest executives, will be first distributed to affiliated stations which will arrange showings in their areas. Additional showings through trade and consumer channels will also be scheduled.

Shooting of the picture was done by RKO Pathe under the supervision of Phillips Brooks Nichols, manager of RKO Pathe's commercial film and television department, and Roy C. Porteous, NBC manager of advertising and promotion.

The film, entitled "Behind Your Radio Dial," was described by James H. Nelson, NBC director of advertising and promotion, as one of the "most useful public relations instruments" which NBC has made available to its stations. Special promotion kits containing publicity and promotion aids will be sent to stations with the film.

In one sequence of the film, Niles Trammell, NBC president, describes television as the "greatest medium of mass information and mass entertainment in the world."

The picture opens and closes with scenes of Arturo Toscanini conducting the NBC symphony orchestra. Various NBC programs and top performers are also shown. Ben Grauer, narrator, describes the operations of NBC departments as the camera shows them at work. The technique here is to show a party of guests touring the network headquarters, with Mr. Grauer leading the tour.

Fairchild Recording Firm to Be Formed

FORMATION of Fairchild Recording Equipment Corp. to combine the manufacture and sale of a magnetic tape recorder said to have professional studio quality with the disc recording and sound equipment of Fairchild Camera and Instrument Corp. has been approved by the latter's board, it was announced by James S. Ogsbury, president of the latter company.

The new corporation, with offices at 30 Rockefeller Plaza, New York, will specialize in requirements of the broadcasting industry and apply magnetic tape recording to industrial, motion picture and aviation uses.

President of Fairchild Recording is Sherman M. Fairchild. Wentworth Fling, former engineering head of Fairchild Camera's recording equipment division, is operating vice president; Jay H. Quinn, formerly sales manager of Gray Research and Development Corp., is director of sales and advertising; C. V. Kettering, chief of recording and equipment sales at Fairchild for years, directs the educational and industrial sales division; Theodore Lindenberg, inventor of many devices in the field, heads the mechanical laboratory; Gordon Mercer, widely known in the recording field, is in charge of the electrical laboratory. John B. Wolf switches from cameras to recorders to become secretary-treasurer of the new firm.

Dr. D. G. C. Hare, recently president of Deering-Milliken Research Trust, is technical consultant and advisor for the company. As director of the Airborne Instrument Laboratory at Mineola, N. Y., during the war, Dr. Hare applied magnetic recording techniques to anti-submarine detection and guided missile and proximity fuse counter measures.

The new company will start with working assets of over $500,000, and will be financed jointly by Fairchild Camera and Instrument Corp. and Mr. Fairchild.

IATSE Extension

THE International Alliance of Theatrical Stage Employes (IATSE-AFL) last week was granted a third continuance—until 10:30 a.m., Oct. 15—in U. S. District Court, New York, to reply to an NLRB complaint growing out of the union's alleged attempt to interfere with the opening of WJZ-TV New York in August.

MOTOROLA Inc., Chicago, has purchased inventory and certain assets of Car Radio Division of International Detrola Corp., Detroit, producer of car radios for automobile manufacturers. Motorola will manufacture these at its Chicago plant.

MARSHALL WELLS, WJR Detroit farm editor, was awarded a 4-H Club plaque "for his outstanding service to 4-H Clubs of Michigan" at the recent 33rd annual club show at Michigan State College. Mr. Wells has seven regular farm programs each week, in addition to special assignments at fairs and agricultural meetings.

N. J. BROADCASTERS ASSN. HOLDS MEETING

PAUL PORTER, former FCC chairman, was principal speaker at the annual fall meeting of the New Jersey Broadcasters Assn. in New Brunswick Sept. 17 and 18. "Radio as a Profession" was discussed by Mr. Porter, who opened the parley at a banquet at the Roger Smith Hotel.

Fifteen member stations conducted clinics on programming, engineering, management and promotion. The group was guest for lunch on the campus of Dr. Robert Clothier, president of Rutgers, who addressed the closing session. He urged radio representatives to discharge "their special functions," and emphasized the need for "various direct services for the public interest such as the great networks are able to offer."

George Stringfellow, president of the New Jersey division of the American Cancer Society, presented the broadcasters with a plaque "for outstanding services," which was accepted by James L. Howe, president of WCTC New Brunswick.

Officers elected for 1948-49 were J. L. Howe, WCTC New Brunswick, president; Paul Alger, WTTM Trenton and WSNJ Bridgeton, vice president, and Roland Trenchard, WAAT Newark, executive secretary.

VAN DIVER & CARLYLE REALIGNS EXECUTIVES

PAUL CARLYLE, vice president and partner of Van Diver & Carlyle Inc., New York, has been named executive vice president and director of art for the firm. Simultaneously Wayne Wirth, director of television, and Clement R. Hoopes, director of copy, were named vice presidents, it was announced last week by V. H. Van Diver, president of the agency.

Mr. Carlyle has been associated with the agency since its formation on Aug. 3, 1946. Prior to that he was with Grey Adv.

Mr. Wirth, who is in charge of the agency's recently announced department for the packaging of shows for television stations, was executive director of Harvey Marlow Television Assoc. before joining Van Diver & Carlyle.

Mr. Hoopes came to the company in 1947. He was formerly with Time Inc. and Harper & Bros.

Michel Named TV Chief Of Weiss-Geller Agency

APPOINTMENT of John D. Michel as television director of Weiss and Geller Agency, Chicago, was announced last week by Marvin L. Mann, agency vice president.

Two clients have scheduled video programs this fall in one or more markets Mr. Mann said. They are B. Kuppenheimer and Co., Chicago and Elgin American Division of the Illinois Watch Case Co.

Formal Dedication Held By WQQW's FM Outlet

FORMAL dedication ceremonies were held Sept. 19 at WQQW-FM Washington. The station is on Channel 278, 103.5 mc, with 20 kw. Master of ceremonies for the occasion was M. Robert Rogers, general manager of the station.

A number of celebrities and civic leaders participated in the special broadcast, in person or by specially transcribed messages, the station reports. Among invited guests were representatives of the music world, including Howard Mitchell of the National Symphony. Benjamino Cohen, acting secretary general of the UN, welcomed the station to the UN Network for Peace, of which WQQW is already a member. Messages from Wayne Coy, chairman of the FCC, and Everett Dillard, president of FMA, were featured, the station reports.

DAYTIME VIDEO

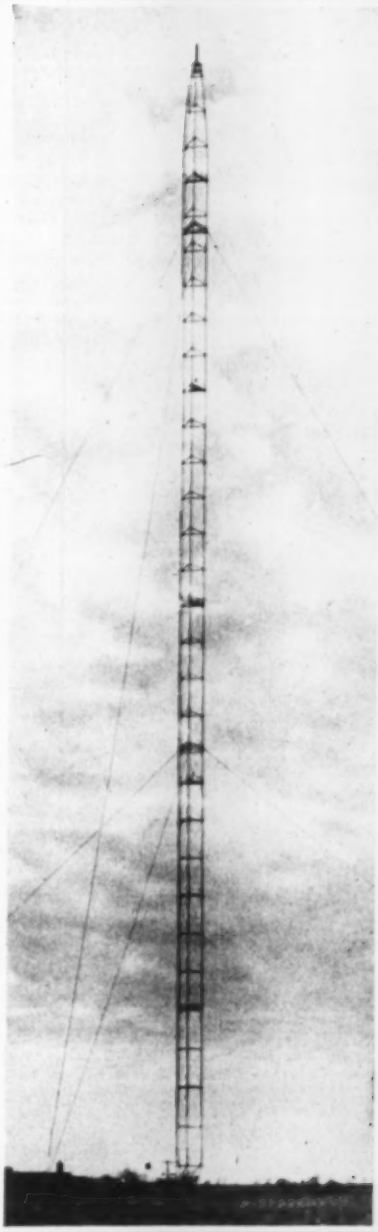
WABD to Start Full Day Operation

WABD New York will be the first television station to present full-scale daytime programming in the AM pattern, Station early in October will start a Monday-through-Friday schedule of daytime service from 7 a.m. to 6 p.m. in addition to its present evening programs, giving it a 15-hour service schedule on those days [BROADCASTING, Sept. 20].

In announcing the new service, Commander Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Labs., owner of WABD and operator of the DuMont Television Network, said that day and evening programming are both essential to economic station operation. He pointed out that the station overhead goes on all the time and that the transmitter costs are no more for programs than for test patterns, the present daytime fare.

Daytime programming also offers an opportunity to small advertisers, "who can buy the medium because they will be able to purchase small segments of time at low daytime rates," Mr. Loewi said. "Now, only on WABD, will the various departments of New York's great stores be able to advertise their shopping services and special sales while the stores are open."

Leonard Hole, manager of WABD, explained that WABD is also giving advertisers the opportunity to make 30-second to 60-second product demonstrations by television at the price of $25 each. This special service at this special rate is being offered initially for 13-week experimental period only.



WTAD-FM

Quincy, Illinois

a guyed 806-foot

(overall height above ground)

Truscon Steel Radio Tower ..

Rising high and strong on the Illinois plain at Quincy, this Truscon Radio Tower represents the most skillful engineering and construction in the industry.

This slender framework of steel is an outstanding example of structural design, assuring great stability despite high winds peculiar to the locality.

Truscon experience in radio tower engineering throughout the world can help you make the correct choice for your particular needs. For AM, FM or TV specifications, Truscon has exactly the right broadcasting tower to best serve you and your audience. There is a Truscon Radio Tower engineering office near you for consultation and assistance.

TRUSCON STEEL COMPANY • YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

TRUSCON

SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED

TOWERS

Copper Mesh Ground Screen . . . Steel Building Products

Here's a Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Bibletone "Cowboy Hymn" album —first of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's *only* vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station:

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

TV Expansion

(Continued from page 21)

Broadcasters Assn. TBA foresaw eventual use of UHF, but took the flat position that commercial operation should be withheld until tests have provided the "full, necessary background information."

Allen B. Du Mont Labs, however, proposed that the high band be opened immediately for black-and-white, and Cowles Broadcasting Co. Vice President T.A.M. Craven, while speaking of "the illusion of color television," offered two UHF plans: One which would provide for eventual transition to color without reallocation, and another (which he preferred) that would provide for only monochrome now but would permit reallocation to accommodate color. Both Du Mont and Cowles offered extensive tentative channel allocations plans.

Although relying on its testimony in the color television hearing without presenting additional data, CBS was quoted in the JTAC report as being at work on developments in its sequential color system which indicate the usability of 6-mc band widths at a rate of 441 lines instead of the present 525 lines. Zenith, too, favored the sequential system and said its own experience indicated 6-mc color would provide a satisfactory service.

RCA-NBC emphasized, on the other hand, that their simultaneous system would permit black-and-white reception of color transmissions, via the "green" transmitter.

Norton Support

The use of Stratovision to reach wide areas got substantial support not only from Westinghouse, which developed it with Glenn L. Martin Co., but also from K. A. Norton of the Bureau of Standards, who suggested that the present 12 channels be used for airborne transmissions and that the UHF be used for color, and from Commdr. Craven, who utilized the Stratovision principle for rural coverage in both his plans.

Witnesses almost without exception stressed the need for retention of television's present VHF channels. But in their questioning, FCC members and staff did not always assume the permanence of these low-band frequencies.

Meanwhile, reports circulated that FCC was approaching agreement that a virtual freeze on the processing of applications should be put into effect at least until the end of the year, pending a decision on standards to be followed with respect to the mileage separation of co-channel and adjacent-channel stations, respectively [BROADCASTING, Sept. 13, 20]. It was expected the final decision would be announced this week. There have been no grants at all in several weeks and the Albany TV hearings slated to start today (Monday) were postponed indefinitely.

Following is a running account of the week's sessions, which were held before the full Commission with Assistant General Counsel Harry M. Plotkin and Attorney Joseph Nelson handling the legal details for FCC:

MONDAY

Philip F. Siling, chairman of the new Joint Technical Advisory Committee, and Donald G. Fink, vice chairman, presented a comprehensive study of the high-band television question—JTAC's first formal activity.

JTAC maintained that television's 12 present channels should continue as "the backbone of the monochrome television system," but should be supplemented. If space is unavailable near the present 12—a foregone conclusion to most observers—JTAC recommended that use of the lower end of the UHF region be "thoroughly explored."

The report held that allocations standards for the high band cannot be adopted on the basis of present information, but that transmission standards might be set up as a preliminary step, anticipating UHF reception on VHF receivers via converters. In about six months, the report continued, FCC should call a hearing to receive new data which may then be available on UHF propagation, to determine whether VHF standards can be used in the high band, and to decide the number of UHF channels (if any) and the portion of the band to which the standards would apply.

The advisory group opposed adoption of standards for color or high-definition black-and-white at this time, but urged that some portion of the UHF area be reserved for wideband experiments.

In the belief that UHF coverage comparable to that on present channels cannot be attained with potentially available power based on the ground, the group recommended consideration of "less conventional" methods of transmission, specifically mentioning airborne transmitters, satellite stations, and a large number of low-powered outlets.

George P. Adair, former FCC chief engineer, now a consultant, saw many UHF propagation problems but "no reason to believe that an excellent television broadcast service cannot be established in that band." He appeared for Oilman Ed Pauley's Television California, submitting a report on the company's experimental high-band station W6XJD.

He told FCC that development of UHF should be "pushed as rapidly as possible but that no commercial operation [should] be permitted . . . until the standards are fixed."

Mr. Adair recommended that both high-definition monochrome and color television systems be provided for in the UHF band. To Chairman Coy's question of which to choose should both systems not be compatible, he recommended color.

The FCC chairman asked if enough engineering data were available now for the Commission to decide the color issue. Mr. Adair replied that within six months to a year a "decision could be made that would stand up all right."

Kendrick H. Lippitt, of the Washington radio engineering firm of George C. Davis and previously superintendent of the Navy's Aeronautical Radio and Radar Labs., related data on UHF transmission and reception as compiled under his direction in 1945 and released last July. Using airborne transmitters, tests were conducted at 288 mc and 870 mc. He concluded the major problem in UHF television is receiving antennas.

Frank J. Bingley, co-chairman of the Engineering Committee of Television Broadcasters Assn., stated that the "presently occupied 12 channels plus eventual usage of the band of ultra high frequencies assigned for television experimentation are necessary for the minimum future needs of television broadcast." He indicated however, TBA presently believes commercial operation in the UHF region should be withheld "until experimental procedures have provided the full, necessary background of technical information upon which a guaranteed and satisfactory nationwide commercial broadcast service can be founded."

Committee's Action

Mr. Bingley said it was the committee's recommendation that immediate release of the 475-890 mc band on present information might prevent later establishment of a superior service. The recommendation was not unanimously approved by the board, he related.

Harold E. Sorg, director of research for Eitel-McCullough Inc., tube manufacturer and research firm, testified that all the basic tube design work for high band television already had been done by Eimac. He predicted that transmitting tubes with peak output of 50 kw can be made available for the low end of the high band within a "reasonable" period of time, defined as six months to a year depending upon nature of demand, and that similar tubes for operation in the 650-890 mc region could be had in one to two years. Mr. Sorg said he has evidence that with multi-tube circuits more than 50-kw output could be achieved.

Dr. Thomas T. Goldsmith Jr., director of research, Allen B. Du-Mont Labs., presented his company's firm position that the high band should be opened immediately for commercial operation of a black-and-white system similar to the present low-band operation.

"In the presence of troposphere interference which we know from our field observations to be serious," Dr. Goldsmith said, "we are convinced that full occupancy which has been considered for the 12 VHF television channels would

(Continued on page 72)

It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

KOH-RENO

KFBK-SACRAMENTO

KWG-STOCKTON

KMJ-FRESNO

KERN-BAKERSFIELD

Just how important is the Beeline market? *In total gross buying power it is virtually equal to the State of Washington. In annual retail sales it surpasses Connecticut and Vermont combined.*†

Can you afford not to cover the Bonanza Beeline? Then be sure you use the right radio — on-the-spot radio. For this is a land ringed by mountains, high enough to turn away outside radio signals.

You have the inside track when you're on the five BEELINE stations . . . the old established favorites. In the Stockton area, for instance, people have been listening to KWG for 27 years! You can buy the BEELINE stations the way you want, as a group or individually.

†*Sales Management's 1948 Copyrighted Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.
Going to 50,000 Watts Oct. 2, 1948				

TV Expansion

(Continued from page 70)

cause intolerable co-channel interference and some measure of adjacent - channel interference. The commercial pressure for television stations cannot be satisfied with only 12 channels."

To assure a truly competitive nationwide system, Dr. Goldsmith offered a comprehensive VHF-UHF allocation plan for the U. S. and summarized the following recommendations of DuMont:

1. Leave present operating VHF stations untouched.

2. Leave present construction permit holders untouched, except those closer than about 160 miles co-channel or those in cities which cannot be provided with an adequate number of VHF channels after first providing larger neighboring cities with sufficient VHF channels.

3. Present operating stations are almost entirely within first 50 market areas; most of existing CP holders are within first 50 areas or areas where little crowding would exist. Few of first 50 areas are in such crowded locations that insufficient VHF channels could be assigned to provide competitive service. Thus, provide VHF channels in quantity of five stations minimum where possible and attempt at least 180-mile separation. Make this allocation until VHF channels are exhausted.

4. Fill in all other cities with sufficient UHF channels to provide competitive service. Five channels per city is probable.

5. Use left-over UHF channels for relay services.

Dr. Goldsmith said color television may be able to utilize microwave frequencies to acquire sufficient channels for a competitive system.

TUESDAY

Cross-examining Dr. Goldsmith, Chairman Coy raised the question of narrowing the band widths on, say, Channels 2-6, to get additional space. Dr. Goldsmith thought this would prove unsatisfactory.

Under questioning by RCA-NBC attorneys he conceded that development of power in the 200-300 kw range will be "a matter of years."

Elmer W. Engstrom, vice president in charge of research, RCA Labs, subscribed to the JTAC belief that the growth of television must be based on the present 12 channels and that additional frequencies should be added preferably below 300 mc.

He recommended that FCC complete its studies of the 475-890 mc area and "then prepare plans for the use of a part of that band for the expansion of commercial monochrome television." He urged the use of VHF standards for the UHF band "insofar as they relate to interchangeability of operation," and cautioned that enough space should be reserved to encourage continued work in color.

George H. Brown, research engineer for RCA Labs, presented technical details of the RCA-NBC high-band experiments in Washington with duplicating on 510 mc of WNBW's Channel 4 (66-72 mc) operation. He said that on the basis of measurements at 42 receiver locations, radiated power of 1,200 kw on 510 mc would be required to produce a signal strength at 50% of the locations equal to that being received from WNBW. A 5,000-kw radiation would be necessary for 70% of the locations on the same basis, he said.

George L. Beers, assistant director of engineering, RCA Victor Division, testified on availability of equipment for UHF monochrome operation. He said commercial tubes of 10 kw power for UHF operation may be available by about mid-1950 with commercial transmitters using these tubes ready during 1951. Commercial two-band receivers could be made available in about two years, he estimated.

WEDNESDAY

Reviewing RCA color developments since the 1946-47 color hearings, R. D. Kell, head of RCA Labs' television section, indicated that "it may be possible to set up a three color channel system plus the associated sound channel" in a total channel width of about 12 to 14 mc.

He said RCA has "now constructed a [direct pickup] camera which uses three image orthicons of the type similar to those used in the present commercial television cameras"; has "practically completed" a film projector which "will make available any color 16-mm film with sound as a source of program material"; and is now working toward "a new direct pickup camera in which a single camera tube is used" and in which there will be no registration problem. He also described work on color receivers.

Under questioning, Dr. Kell said development of the simultaneous color system might be completed in less than three years, it it were not for propagation problems.

He said approximately 100 receivers are being built for the color tests to be undertaken in New York when the "green" transmitter is no longer needed for the high-band black-and-white experiments now in progress in Washington. It was thought these tests would be under way within a year.

Opening the case for Stratovision, Walter Evans, president of Westinghouse Radio Stations, traced the origin and development of the airborne transmission system. He said tests have been "exceedingly encouraging" and have demonstrated that areas 400-500 miles in diameter can be "consistently covered."

He said he saw no reason why four programs—perhaps more—could not be transmitted simultaneously from a single plane.

Paul Raibourn, president of Paramount Television Productions, urged adoption of 6-mc black-and-white standards for the 475-890 mc range, with microwave channels set aside for "vigorous color or high-definition experimentation."

To encourage UHF use and development, he recommended that the present duopoly rules be waived to permit the owner of a low-band station also to operate one in the high band, on condition that the stations are programmed separately. He also urged stricter minimum-hours requirements for presently operating stations.

C. E. Nobles, Westinghouse engineer who conceived the Stratovision system of telecasting, testified at length on the technical details and findings of the airborne experiments.

Andrew G. Ring, Washington consulting engineer, testified in behalf of Westinghouse that 33 Stratovision planes would provide service to 98.9% of the U. S. population and would use three channels with four additional guard channels. But he did not consider such a group to be economically feasible. A 22-plane-station set-up would serve 92.5% of the population and a 14-station network would serve 72% of the people, he reported.

H. W. Schaefer, Westinghouse engineer, testified that the unit cost of UHF converters, retail, would be about $75 and that a receiver with built-in converter would add about $50 to today's set price.

THURSDAY

Ralph Harmon, WRS chief engineer, estimated Stratovision would need three or four channels to provide nationwide coverage.

He said model tubes now being tested by Westinghouse will approach 5 kw and noted that in a year Eitel-McCullough will have 50-kw tubes which he said can be used in parallel to produce 300-400 kw.

Dr. Norton of the Bureau of Standards, whose testimony was a major factor in the decision to move FM from the low band to the high, urged the use of fewer stations but higher power, rather than more stations with less power.

Reiterating his plea for wider spacing of co-channel stations, he submitted data holding that 1-kw stations, for example, should be separated by at least 200 miles in order to protect service to a distance of 35 miles. He thought even wider spacing would be necessary in the high band.

With reference to his suggestion that the present 12 channels be allocated to Stratovision for monochrome video and that the upper band be used for color, he recommended that the airborne system be given an early "full-scale trial" on one of the low-band channels. He added:

However, it would appear that at least two complete monochrome television program services could be provided throughout most of the area of the U. S. by using an effective power of at least 100 kw and much higher antennas on the present 12 low-band channels and then providing adequate mileage separations to prevent mutual interference.

Comdr. Craven, ex-FCC Commissioner, pointed out that there is more data now concerning performance of television in UHF than there was with respect to VHF operation when the lower-band system began. He presented two comprehensive allocation plans for the UHF.

Plan I calls for 14-mc channels, 33 of them, in an expanded UHF band of 470 to 940 mc. Present 6-mc monochrome transmission would be retained, leaving an 8-mc guard band until a color system is developed which would use the full 14-mc channel. If simultaneous color system is evolved the monochrome receivers could still give service by using only the green portion of the color signal.

Plan II calls for 6-mc channels within 500-890 mc for immediate monochrome transmission as now. Space would allow 68 new channels.

Comdr. Craven discarded Plan I on grounds that color television is not imminent and any advantages in adoption of a plan providing for ultimate transition to color without future reallocation is outweighed by "serious disadvantages." Among the disadvantages he listed the assumption in Plan I

(Continued on page 89)

OBSERVERS and witnesses also included (l to r) A. Earl Cullum Jr., consulting radio engineer, and Neal McNaughten, NAB assistant director of engineering, who becomes technical-operations manager of the Philadelphia Inquirer stations on Oct. 15; CBS Vice Presidents William B. Lodge and Earl H. Gammons; Consulting Engineer George P. Adair, former FCC chief engineer; and Donald G. Fink, vice chairman, Joint Technical Advisory Committee.

New Business

(*Continued from page 12*)

safety discussions on WBKB Chicago. Program marks first time in Chicago television history an industrial advertiser will use medium to foster public safety education, station reports. Show is Pure Oil firm's first video venture.

THORNTON FULLER Co., Philadelphia (car service), for second consecutive year purchases 15 minute segment preceding Saturday afternoon football games on KYW Philadelphia for *Pigskin Preview*. Program features KYW's Tom Rodgers with predictions on games being played throughout nation. In addition to football series, which began Sept. 25, firm purchases three spot announcements per week on 26 week basis. Agency: A. E. Aldridge & Assoc., Philadelphia.

TELEVISION WORLD, fan magazine, appointed Edwin Parkin Adv. Inc., New York, to handle its local campaign. Publication plans to use radio and television. Sanford F. Wolin is account executive.

JOHNSON AND JOHNSON takes over sponsorship, effective Oct. 18, of *It's Your Life*, quarter hour documentary show, Mondays through Fridays, 11:45 a.m. on WMAQ Chicago. Show is produced by Chicago Industrial Health Assn., and consists of tape-recorded direct interviews of medical case histories. It is believed to be one of first times commercial sponsor has underwritten this type of documentary, station reports. Young & Rubicam, New York, is agency.

G. KRUEGER BREWING Co., Newark (Krueger beer and ale), will sponsor telecasts of Saturday night boxing bouts from Ridgewood Grove on WPIX New York for 13 weeks, starting Oct. 2. Telecasts, starting at 9:05 p.m. each Saturday, are handled by Benton & Bowles, New York.

Network Accounts • • •

FORD MOTOR Co. starts, Oct. 8, fall season of *Ford Theatre* with *Madame Bovary* starring Claudette Colbert. Program is heard Fridays, 9-10 p.m. on CBS. Agency: Kenyon & Eckhardt, New York.

ADMIRAL RADIO Corp., Sept. 25, started sponsorship of four home Notre Dame football games, to be heard Saturdays over ABC Midwestern television network. WENR-TV Chicago will feed network which is composed of WTMJ-TV Milwaukee, KSD-TV St. Louis, WEWS Cleveland, WSPD-TV Toledo, WXYZ-TV Detroit and WBEN-TV Buffalo. Agency for Admiral is Cruttenden & Eger, Chicago.

CHAMPION SPARK PLUG Co., Toledo, signed 52-week renewal of its ABC sports show, *Champion Roll Call*. Show is heard Friday nights, 9:55-10 p.m. MacManus, John & Adams, Inc., Detroit, is agency.

LESTER PIANO Co. purchased 52-week contract for ABC cooperative, *Piano Playhouse*, over WFIL Philadelphia through H. M. Dittman agency. Program will be heard Sundays from 12:30-1 p.m. Company also sponsors, over same station, *Keys to Happiness*, 15-minute show with Edmund Vichnin five days a week.

MOTOROLA Inc., has renewed Dr. Roy K. Marshall's *The Nature of Things*, televised series of scientific demontrations on NBC East Coast video network Thursdays 8:15 p.m. (EDT). Renewal is for 13 weeks.

"VIC" DIEHM SAYS:

It's No Bull

—when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone!). And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

For further information write to
Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

CRJ CERTIFICATES GO TO 9 NEWS INTERNES

RADIO news internship program of the Council on Radio Journalism was completed last week with return of the nine 1948 "graduates" to their academic posts following summer experience in station news departments.

In the four years of the internship project, 28 professors have "learned by doing" in radio news rooms, according to Arthur C. Stringer, NAB department head and secretary-treasurer of the radio council.

Certificates are being awarded to internes by the council. Those who served 1948 internships were:

Harold E. Addington, U. of Kansas, graduating from KMBC Kansas City; Joseph L. Morrison, U. of North Carolina, from WPTF Raleigh; Russell N. Baird, Bowling Green State U., from WGAR Cleveland; Jack LeRoy Billings, U. of Oregon, from KIEM Eureka, Calif; Emil L. Telfel, U. of Kansas, from WHAM Rochester; David M. White, Bradley U. from WMBD Peoria; George W.Seidl, U. of California, from KGO San Francisco; Paul Krakowski, U. of Georgia, from WJOB Hammond; Floyd K. Baskette, Emory U., from WSB Atlanta.

AP Radio Assn. Formed At N. J. Station Meet

THE New Jersey AP Radio Assn. was formed Sept. 17 at New Brunswick, N. J. A news committee, composed of news editors of AP stations in the state, was selected to meet at various times and discuss AP radio news reports.

Thomas Tighe, manager of WJLK Asbury Park, is president of the new association. David Freedman, acting general manager of WMID Atlantic City, is vice president and Samuel G. Blackman, AP chief of bureau for New York and New Jersey, is secretary.

KFH-FM Wichita, Kan., Starts on Channel 262

KFH-FM Wichita, Kan., started operation Sept. 19 with 10.6 kw on Channel 262, 100.3 mc. The station is affiliated in ownership with the *Wichita Eagle* and will duplicate programs of KFH.

Gov. Frank Carlson of Kansas participated in the dedication ceremonies. A 16-page supplement of the *Wichita Eagle* was devoted to the new FM station, and also saluted the AM operation which is observing its 25th year of broadcasting.

Fulltime Soon

WGAT Utica, N. Y., which has been operating as a daytime station with 250 w on 1100 kc, expects to be able to start fulltime operation on its newly-allocated frequency, 1310 kc, by mid-October, J. Eric Williams, who is WGAT's owner and general manager, announced last week. Four 205-ft. towers have been completed, Mr. Williams said, and the announcing and sales staffs have been augmented.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO

WHAT AN EARFUL! —NOW—

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

OVER 40 ADVERTISERS
HAVE RENEWED USE
OF KXOK FROM
2 to 8 CONSECUTIVE YEARS

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ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME
Owned and Operated by St. Louis Star-Times
For complete details, call a JOHN BLAIR representative

Miss Mary Kay Cain
McCann-Erickson
Los Angeles, Calif.

Dear Mary:

Had a big contest here at WCHS fer th' Cohen Drug Company—a sponsor . . . Ast'd th' people t' find as many words as they could —usin' th' letters from the three words "A Million Prescriptions" . . . My Grandpaw, "Silent" Algy, entered 15 words . . . said thet was all he knew, also thet as long as a man could hear WCHS he didn't need t' know any more . . . 'Portant part 'bout thet statement, is thet WCHS, 5000 watts at 580 and Columbia Programs, is a big part of Grandpaw's vocabulary . . . same like ever body in Charleston, West Virginia.

Yrs.
Algy

WCHS
Charleston W. Va.

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SELLING STATION
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BUYING CITY...
WBNS
COLUMBUS, OHIO
. . . nationally
represented for
15 years by
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Production

CLARENCE De BRUYN SCHIMMEL, former acting supervisor of production of CBS shortwave department, has joined network's television staff as associate producer. Another new video associate producer at CBS is **JOHN WRAY,** writer and director of radio and motion pictures. Mr. Wray is especially experienced in dance direction, notably with Gene Kelly movies and stage review "Call Me Mister."

RON GAMBLE has been appointed assistant program director and chief announcer at WJR Detroit. Mr. Gamble has been in radio for 15 years.

Mr. Gamble

JAMES VANDIVEER, director of remote telecasts for KECA-TV Los Angeles was appointed to publicity committee of Los Angeles Chamber of Commerce's 60th anniversary celebration, scheduled for week of Oct. 10-15.

THOMAS J. MAHONEY, CBS-TV production assistant, was married to Frances Raisch in New York, Sept. 18.

BILL GAY, formerly producer of CBS "Hallmark Playhouse" for Foote, Cone & Belding, Los Angeles; named agency's producer of CBS "Lum 'n' Abner" show starting Oct. 3.

PHIL BECKER, formerly of WTIC Hartford, Conn., has joined WTHT same city, as program director.

DON MARTIN, ABC producer, has been appointed program director of WRNL Richmond, Va. **KEN ALLYN,** WRNL announcer, has been named production manager.

JERRY CARTER, former soloist with Buddy Clark's orchestra and CBS guest star in east, has joined staff of WBBM Chicago, where he is heard on network's "Music for You." He formerly had his own program on WTOP Washington.

ELAINE COONEY, of program department WCAU Philadelphia, has been promoted to an assistant production writer. At present she is working on station's "Cinderella Weekend" and "Hold the 'Phone" programs.

WARREN WRIGHT, former program manager at WCYB Bristol, Va., and former program manager at WPTZ Philadelphia, has joined WCAU-TV Philadelphia as producer.

HOWARD PETRIE, announcer on NBC "Blondie" and "Jimmy Durante Show" has been signed to announce CBS "Jack Carson Show."

LOUIS D. BOONSHAFT Jr., former assistant to **STUART WILSON,** in charge of remotes for KTLA Hollywood, has joined KLAC-TV, same city, as producer.

NEGLEY MONETT, formerly with CBS in San Francisco and Hollywood, Paramount Pictures, Hollywood, and McCann Erickson, Chicago and New York, has joined WCAU Philadelphia as writer-producer.

BRAD PHILLIPS, WINS New York announcer, has won a $1,400 New York State Veterans scholarship. Mr. Phillips, who is also an instructor in radio at New York U., plans to study for Ph.D. at Columbia.

PETER STRAND of New York has been named television studio director of WXYZ-TV Detroit, ABC's third video station which begins programming Oct. 9. Mr. Strand, former producer-writer for television workshop in New York, has been video writer for past four years.

HELEN HILL has been appointed to program department at WIS and WIS-FM Columbia, S. C., and **BETTY FELLERS** joins continuity staff of same station.

MILLER LYDICK, former part time announcer at WJPA Washington, Pa., has been put on full time announcing basis for that station.

MARY WILSON, WTTM Trenton, N. J., recently returned from a flying trip to Europe, has resumed her daily "Meet Mary" program. News from "one womans viewpoint" and her timely hints for housewives will also include report of her visit abroad.

LEE & LORRAINE ELLIS, WSPR Springfield, Mass., are claiming to be originators of only Mr. and Mrs. record show in that area, station reports. Program differs from regular disc shows in that it utilizes plenty of production.

DICK HAMMOND, formerly news editor at WGAT Utica, N. Y., has been appointed program director for that station and **BILL CERRI** has been appointed chief announcer.

CHARLES "Chick" O'MALLEY has joined announcing staff of WACE and WACE-FM Chicopee, Mass.

NEIL McINTYRE, former program director at WKYB Paducah, Ky., has joined KXOB Stockton, Calif., as announcer-engineer.

ROBERT MEYER has joined CBS Hollywood press information department as publicist, replacing **CARROLL NYE.** Mr. Nye was recently named trade news editor, succeeding **DON SWEENEY,** resigned. Mr. Meyer has been with United Press for past seven years.

BOB McLAUGHLAN, KLAC Hollywood disc jockey, is doing daily half-hour morning show in addition to regular afternoon sessions.

FLORENCE WHITNEY has been named writer for Lynn Castile's "Lynn Looks at Hollywood" program on KHJ Hollywood.

SEYMOUR C. ANDREWS, program director for WBAP-TV Fort Worth, is convalescing from an appendectomy.

SALLY SHARKEY, script clerk in NBC's Chicago continuity division, has been promoted to staff writer, replacing **VIRGINIA GRACIOUS** who resigned to become bride of Thorne Donnelley, Chicago publishing heir. **GEORGENE MURPHY,** member of guide staff, takes Miss Sharkey's job.

JACK VAN COEVERING, photographer and nature expert who is outdoor editor of "Detroit Free Press," is building show for WXYZ-TV, ABC's Detroit video outlet, around his knowledge of nature and still and motion picture photography. Station goes on air Oct. 9 as network's third TV station.

WALTER LAW, chief of English section of NBC International Division, has joined WNBC New York as producer. Mr. Law replaces **VICTOR CAMPBELL,** who resigned to devote full time to writing "Bob Smith Show."

EDWARD R. EVANS, for past year director of films for CBS video department and previously for ten years with RKO-Pathe, where he directed "This is America" documentary series, has joined WPIX New York as director of film relations. He succeeds **EDWIN T. WOODRUFF,** who resigned to devote his full time to his own video film company, Telecast Films Inc.

BENNE ALTER has returned to announcing staff of WHBF Rock Island, Ill. after spending six months on special assignment in Hollywood.

DR. WALTER A. MAIER, of MBS "Lutheran Hour" will speak on "Bringing Christ to The Nation" October 3 at Hollywood Bowl, Hollywood.

GENE CRANE, announcer at WCAU Philadelphia, and **JOAN MEYERS,** free lance continuity writer, have announced their engagement.

BRUCE ROBERTS has joined WKBW Buffalo, as disc jockey. He replaces **ERV VICTOR** on "All-Night" show, daily 11:15 p.m.-12:15 a.m.; 2-4:30 a.m.

HARVEY BUCK, formerly of WGLN Glens Falls, N. Y. and WSBA York, Pa., recently married Susan Eddy of Rutland, Vt. Mr. Buck is now studying for ministry in Berkeley Divinity School at Yale U.

JIM McNAMARA, announcer at WALA Mobile, Ala., is the father of a boy.

LOUIS I. TEICHER, Assistant to Director of CBS Program Operation, and Rosalind S. Klafter are to married Saturday October 2.

BERNARD BUCH has been appointed to announcing staff of WPTR Albany, N. Y.

BOB LAWSON, formerly of KTUL Tulsa, Okla., has joined announcing staff of WHAS Louisville, Ky.

Mr. Lawson

RULLEL L. BUFKINS, program director at WITZ Jasper, Ind., has been appointed continuity director of Radio Dept., U. of Miami, Miami, Fla.

CLARKE THORNTON, formerly of KLZ Denver, Col., has joined announcing staff of WTTG, DuMont station in Washington.

DON ROPER, producer-director at WTTG Washington, will be married Oct. 2 to Annette Hatcher.

LEONARD J. PATRICELLI, WTIC Hartford, Conn., program manager, has been made trustee and member of campaign planning committee of Connecticut Cancer Society.

MELVIN MUNN, announcer at KRLD Dallas, was married recently to Virginia Weems of Dallas.

HUGH FOWLER, musical director of KRLD Dallas, is the father of a son, Hugh III.

DON TENNANT, production-director at NBC Chicago, was married to Miss Barbara Fuller of Chicago Sept. 13.

GEORGE STONE, NBC Chicago announcer, is the father of a girl, Mary Elizabeth.

JESS OPPENHEIMER, radio writer, is the father of a girl.

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YOU STARTED SOMETHING

On Records: Tony Pastor—Col. 38297; Peggy Mann —Russ Case—Vic. 20-3080; Mildred Bailey—Maj.*; Russ Titus—Musicana C-29; Jack Edwards—MGM *; Korn Kobblers—MGM.*

On Transcriptions: Kay Little—World.

** soon to be released.*

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Detroit-Cleveland TV

NEW Midwest television network was used Sept. 20 by WEWS (TV) Cleveland when the station presented the Detroit-Boston Red Sox baseball game from Detroit. The game was broadcast at 2 p.m. (CDT) with the cooperation of WWJ-TV Detroit. WEWS's Van Patrick flew to Detroit for the game and flew back to handle the Cleveland-Philadelphia game televised by WEWS that night. GE, sponsor of all Cleveland Indians home games on WEWS, sponsored the Detroit game.

IBEW NAMES ADVISORY COMMITTEE FOR RADIO

FORMATION of a special advisory committee on matters pertaining to radio was announced by the International Brotherhood of Electrical Workers (AFL) following the conclusion of its 23d annual convention in Atlantic City, Sept. 20. The committee comprises five members selected by delegates from IBEW union locals of radio broadcast technicians and engineers.

Reports revealed at the convention showed that 73 locals of IBEW have agreements with radio stations in the United States and Canada. Collective bargaining agreements between unions and employers in the industry cover more than 4,000 technical employes, according to the reports.

D. W. Tracy, IBEW president, said the committee will be used in a consultative and advisory capacity on special matters and problems that may develop in AM and TV broadcasting. Those selected were G. Tyler Byrne, Boston; Charles A. Calame, New York; Robert W. Robbins, Indianapolis; Frederick J. Fabre, New Orleans, and Roy Tindall, Los Angeles. In addition, two alternate members were chosen.

'TOWN MEETING'

Radio Technicians Talk Servicing

AN ESTIMATED 1,500 radio and television servicemen are expected to attend the first Town Meeting of Radio Technicians to be held at the Hotel Astor, New York, starting today, Sept. 27, and continuing through Wednesday, Sept. 29. The stated purpose of the meeting is to "re-educate an entire industry" in the problems of servicing and maintaining television sets.

Harry A. Ehle, Philadelphia parts manufacturer, is chairman of the Town Meeting Sub-committee of the Radio Parts Industry Co-ordinating Committee, members of which are the Electronic Parts and Equipment Mfrs., Radio Manufacturers Assn., Sales Managers Club [East] and the West Coast Electronic Mfrs. Assn.

This week's meeting is the first of five scheduled during the next eight months, Mr. Ehle said. Other conclaves are to be held in Boston, Atlanta, Los Angeles and Chicago. Forerunner of the series was an experimental meeting, sponsored by the same groups, which was held last January in Philadelphia.

Attendance at the New York meeting is free "to all radio technicians earning their living from the trade, and to the faculties of electronic trade schools." National expenses incurred in the series of meetings are being paid by the Coordinating Committee, and local expenses by 54 radio set and parts wholesalers in New York and New Jersey, and by New York chapter representatives.

Tonight's session will be opened by Mr. Ehle, who will introduce Max Balcom, RCA chairman. Mr. Balcom's talk, "Why a Town Meeting", will cover the need of tuning up for television.

Other speakers and their subjects are Ira Kamen, television antenna dept., Commercial Radio Sound Corp., "Antenna Installation" and John Nuffort, creditman, American Cyanamid Co., "How and When to Collect Your Bills". A symposium on "TV Installation in the Home" will be led by Marvin Kaplan, Video Television Inc.; Errol Jones, Amie Assoc., and Irving Winston, Winston Radio and Television Co.

Samuel W. Lerer, CPA, Samuel W. Lerer & Co., is the opening speaker in Tuesday's meeting, which starts at 7 p.m. Mr. Lerer will discuss "Assuring Installation and Service Profits Through System Control". Other Tuesday night speakers are Eugene Ecklund, Bergen-Passaic Electronic Inc., "Television Servicing in the Home with Existing Test Equipment" and Harold Suss, assistant comptroller, Bloomingdale Bros. Inc., "Case History of a Successful TV Service Shop".

Carl Quirk, Allen B. DuMont Laboratories Inc., will lead off the Wednesday sessions at 2 p.m. with a talk on "Television Service in the Shop". Other Wednesday afternoon speakers: William J. Boyle, assistant to the vice president, Franklin Square National Bank ("How to Get Along with Your Banker"); Murray Goldstein, Emerson Radio and Phonograph Corp. ("RF and If Systems and FM Conversion Systems"), and Austin C. Lescaboura, Austin C. Lescaboura and Staff ("Advertising and Public Relations").

George H. Dennison, Assn. of Better Business Bureaus, will open the fourth and final session at 7 p.m. Wednesday with "The Technician as the Public Sees Him". Other Wednesday night speakers: John F. Rider, Rider Publishers Inc., "Sweep Generators"; W. L. Parkinson, General Electric, "Radio Service Industry Faces Television", and Jack Poppele, president, TBA, "What Lies Ahead in Television".

New RCA Theatre Video Projector to Be Shown

A NEW RCA theatre television projector, described by RCA as being "of advanced experimental design," is to be unveiled in St. Louis Sept. 30 for the initial Midwest showing of 20-by-15 ft. television pictures, Frank M. Folsom, executive vice president of RCA, announces. RCA's Theatre Equipment Section will present the St. Louis demonstration with the cooperation of KSD-TV St. Louis.

The new projector, according to RCA, is greatly reduced in size and weight as compared to those used in the first postwar demonstrations of theatre television in Philadelphia and Hollywood in the past six months.

It consists of two units. The main housing contains the high-efficiency reflective optical system, video amplifier, deflection circuits and 80-kilovolt power supply for the kinescope. An auxiliary console contains the control panel and low-voltage plate power supply.

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

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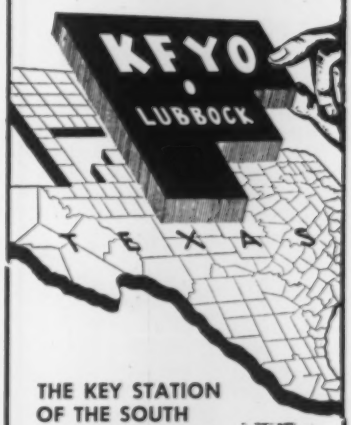

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ACTIONS OF THE FCC

SEPTEMBER 17 to SEPTEMBER 23

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization

September 17 Decisions . . .

DOCKET CASE ACTIONS

Record Reopened

Announced order reopening record for further hearing in proceeding involving applications of Pioneer Bcstrs. Inc., Pleasantville, N. J., and Seaside Bcstg. Co., Atlantic City, N. J., to be held at time and place to be designated by subsequent order, upon issues to determine legal and other qualifications of A. Harry Zoog, and to determine on comparative basis, from record made at further hearing and record heretofore compiled in proceeding, which, if either of applications should be granted; hearing to be held in Atlantic City October 11.

Camden-Trenton Case

Announced memorandum opinion and order denying petition filed by WOAX Inc. (WTNJ), Trenton, N. J., for reconsideration of decision adopted May 3 in proceeding in Dockets 5893 et al; granted petition filed by City of Camden (WCAM), Camden, N. J., for reconsideration of Commission's decision (insofar as it denied petitioner's application for renewal), and ordered that said renewal of license of WCAM be granted for operation on 1310 kc 250 w unl.

Further ordered that application of Radio Industries Broadcast Co. (WCAP), Asbury Park, N. J., be granted and that this licensee be granted waiver of Sec. 3.41 of rules, authority to operate present trans. at reduced power, employing direct method of measurement of radiated power, until new equipment can be secured and installed and authority to use said present trans. as aux. equipment for period of 6 mo. after installation of new trans. and that CP issued WCAP specify commencement date 20 days from date of release of this memorandum opinion and order and completion date 20 days thereafter.

Further ordered that WOAX Inc. (WTNJ), Trenton, N. J., be directed, within 20 days from date of release of memorandum opinion and order, to file with Commission information as to trans. to be used for WTNJ for operation in accordance with terms of decision in this proceeding and this memorandum opinion and order; when this information is received, CP will be issued WTNJ.

Argument Set

Granted request for oral argument by Northern Virginia Bcstrs. Inc. (WARL), Arlington, Va., in Docket 8559 (Order to Show Cause); oral argument to be held on Oct. 19.

September 20 Decisions . . .

DOCKET CASE ACTION

AM—1340 kc

Announced proposed decision looking toward grant of application of Batesville Bcstg. Co. Inc. for new AM station in Batesville, Ark., 1340 kc 250 w unl., cond., and denial of application of White River Valley Bcstrs. Inc., seeking same facilities. (Comr. Hyde dissenting.)

ACTIONS ON MOTIONS

(By Commissioner Hyde)

WJZ New York—Granted petition for leave to intervene in proceeding on applications of Falls County Public Service, Marlin, Tex., et al.

Patroon Bcstg. Inc., Albany, N. Y.—Granted petition to amend application to add exhibit, relative to station financing, etc.

Troy Bcstg. Co. Inc., Troy, N. Y.—Granted petition for leave to amend TV application to show minor changes in stockholders, etc.

Meredith Champlain Television Corp., Albany, N. Y.—Granted petition for leave to amend TV application to show directional operation in lieu of non-directional operation. Also granted petition to amend to show revised information as to officers, directors and stockholders, construction costs, etc.

Texas Star Bcstg. Co., San Antonio—Granted petition for extension of time to Sept. 30 within which to file exceptions and request oral argument in re proceeding in Dockets 8072 and 8079.

Bunker Hill Bcstg. Co., Boston—Granted petition to amend FM application to add photographs of proposed trans. site, etc.

James Madison Bcstg. Corp., Orange, Va.—Granted petition to amend AM application to show minor changes in stockholders.

L. W. Andrews Inc., Davenport, Iowa—Granted petition for leave to amend FM application to add revised financial information.

WTEL Philadelphia—Granted petition for extension of time to Oct. 4, to file proposed findings in re order to show cause.

September 20 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for renewal of standard broadcast license filed by: KTFI Twin Falls, Ida.; KVSF Santa Fe, N. M.; WAVZ New Haven, Conn.; WEMB San Juan, P. R.; WMAK Nashville, Tenn.; KAGH Pasadena, Calif.; KCRA Sacramento, Calif.; KVOR Colorado Springs, Col.; WBBC Flint, Mich.; WCOG Greensboro, N. C.; WKIX Columbia, S. C.; WXYZ Detroit, Mich.

Transfer of Control

KOY Phoenix, Ariz.—Transfer of control of licensee corporation from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Glenn Snyder, George R. Cook, Albert D. Johnson, John L. Hogg, John R. Williams and Irving A. Jennings.

KTUC Tucson, Ariz.—Transfer of control of licensee corporation from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Glenn Snyder, George R. Cook and Lee Little.

Assignment of License

KEEN San Jose, Calif.—Assignment of license from United Bcstg. Co., co-partnership composed of George Mardikian, George Snell, Barnard Floyd Farr, S. A. Melnicoe and Alfred Aram to United Bcstg. Co.

KUBA Yuba City, Calif.—Assignment of license from Peach Bowl Bcstrs., partnership composed of Beverly B. Ballard, Dewey Allread Jr., Clyde L. Goodnight, Raymond F. Linn and Chester V. Ullom to Peach Bowl Bcstrs. Inc.

Assignment of CP

KEVT Kerrville, Tex.—Assignment of CP from Leonard B. Brown to Walter T. McKay and Arthur Stehling, a partnership d/b as Kerr County Bcstg. Co.

Relinquishment of Control

WLS Chicago — Relinquishment of control of licensee corporation from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Ina H. Butler.

Acquisition of Control

WCMB Lemoyne, Pa.—Acquisition of control of licensee corporation from Edgar T. Shepard Jr., Samuel W. Fogelsanger and E. D. Smith to Edgar T. Shepard Jr.

SSA—1540 kc

WJMJ Philadelphia — Extension of SSA to operate 1540 kc 1 kw D for period not to exceed 6 mo.

SSA—1220 kc

KXRN Renton, Wash.—SSA to operate unl. with 250 w for duration of regular license period, ending not later than May 1, 1951.

AM—1480 kc

Robstown Bcstg. Co., Robstown, Tex.—CP new standard station 890 kc 250 w D. AMENDED to change frequency from 890 to 1480 kc, power from 250 w to 1 kw.

AM—1410 kc

WLOW Norfolk, Va.—CP change frequency from 1590 to 1410 kc.

AM—1400 kc

Sandhills Bcstg. Corp., Alliance, Neb.—CP new standard station 1400 kc 250 w unl. AMENDED re officers, directors and stockholders.

Program Authority

American Bcstg. Co. Inc., New York—Extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S.

Modification of CP

WBKA Brockton, Mass. — Mod. CP new standard station for extension of completion date.

FM—103.5 mc

Lake County Bcstg. Corp., Chicago—CP new FM station (Class B) on Channel 230 (93.9 mc), ERP 40 kw and ant. height above average terrain 601 ft. AMENDED to change frequency to Channel 278 (103.5 mc).

FM—104.9 mc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—Resubmitted request for CP new FM station (Class A) 104.9 mc, Channel 285, ERP 0.675 kw and ant. height above average terrain 381 ft.

License for CP

WGBG-FM Greensboro, N. C.—License to cover CP new FM station.
WCVS-FM Springfield, Ill.—Same.
WSIC-FM Statesville, N. C.—Same.

Modification of CP

WSAR-FM Fall River, Mass.—Mod. CP new FM station to change ant. height above average terrain from 500 ft to 456.5 ft.

WXYZ-FM Detroit—Mod. CP new FM station to change ERP to 30 kw.

KDRO-FM Sedalia, Mo.—Mod. CP new FM station to change ERP from 13.2 kw to 14.9 kw.

WRR-FM Dallas, Tex.—Mod. CP new FM station to change ERP from 59 kw to 68.4 kw, decrease overall height above ground to 563 ft.

WMMW-FM Meriden, Conn. — Mod. CP new FM station, to change ant. height above average terrain from 740 ft. to 750 ft.

(*Continued on page 80*)

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RADIO HOMES
IN THE 69TH
U. S. MARKET
READING, PA.
TO REACH THEM ECONOMICALLY
USE THE STATION
THAT PROMOTES AND
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WHUM
AFFILIATED WITH
Columbia
Broadcasting
System
NATIONAL REPRESENTATIVE
WEED & CO.

THE INCOME
OF THIS TYPICAL
WKIC LISTENER
IS UP
215% since 1939
139% MORE THAN
THE AVERAGE NON-MANUFACTURING INDUSTRIAL
WORKER'S WAGE.
Want Him
For a
Customer?
WKIC
"The Voice of the Coalfield"
HAZARD, KY.
Represented by: T. F. CLARK CO.

C. C. RICHELIEU, former general manager and secretary of WDLB and WDLB-FM, will join Simplex Time Recorder Co., Gardner, Mass. as general sales manager. Mr. Richelieu was district sales manager of Wisconsin for Simplex organization prior to his position with WDLB.

DANIEL E. ANDERSON and CHARLES H. NEWTON have formed public relations offices under name of PR Inc., at 204 S. Beverly Drive, Beverly Hills, Calif. Phones are Bradshaw 2-4000 and Crestview 6-9892.

BRUCE CALHOUN, director of Olympic Productions in Seattle, has joined U. of Washington as assistant program director. He will work directly with Prof. **EDWIN H. ADAMS**, University's director of radio.

NORMAN M. MARKWELL has resigned as advertising and sales promotion manager of Television Receiver Division of Allen B. DuMont Labs. because of illness. No successor has been announced.

TOIVO M. LIIMATAINEN, formerly associated with Sylvania Electric Products Co., New York, has been appointed to staff of Electron Tube Lab., National Bureau of Standards, Washington, where he will work on engineering and development of microwave tubes.

FINLEY Productions has added three to staff in two of its offices. **LOUIS BLANK**, formerly with WGN Chicago, joins Chicago office as head of sales; **DONALD MUSGROVE** and **MORT DAVIS** join New York branch, former as sales manager for TV and transcriptions, latter as head of talent department. Mr. Musgrove was former commercial department head of WHN New York.

THREE CROWN PRODUCTIONS, San Jose, Calif. has opened offices at Cross Roads of the World, Hollywood, for television department. **JOE PARKER** heads new office.

BENJAMIN P. SHIRO has been appointed manager of Stromberg-Carlson Company's Erie, Pa., plant, which manufactures table radios and radio-phonographs. Mr. Shiro was with Stromberg-Carlson in 1945, leaving to establish a transformer-manufacturing business. Although he resigned from latter concern to rejoin Stromberg-Carlson, he retains financial interest in the business.

JAMES J. KRIEGSMANN, photographer of radio, stage and screen personalities, is the father of a boy, Thomas.

Equipment

GEORGE L. BEST has been appointed vice president of finance of Western Electric Co. to succeed **T. KENNEDY STEVENSON**, who retires Nov. 30. Mr. Best will also continue in charge of firm's patent licensing activities. Before joining Western Electric in 1946 he was assistant vice president of AT&T. Mr. Best's new appointment becomes effective at time of Mr. Stevenson's retirement.

EDWIN A. FREED has been appointed manager of electronic components sales to equipment customers of RCA Tube Dept., Harrison, N. J. Mr. Freed has been with RCA since 1942.

Mr. Freed

E. H. FRITSCHEL has been named manager of sales and **A. C. GABLE** has been appointed division engineer of Industrial and Transmitting Tube Division of GE Tube Division, Schenectady, N. Y.

HAROLD DIETZ, formerly with Emerson Radio Co. of New England, joined Emerson Radio and Phonograph Corp. as assistant sales promotion manager. **GEORGE MALSED** has been appointed regional sales manager for Admiral radios, radio-phonographs, TV sets and other electrical appliances in Oklahoma City and Texas and Louisiana. His headquarters will be in Dallas. He was formerly an RCA district sales manager.

JOHN T. LUCAS has been named supervisor of quality control and customer service for Huntington, W. Va., Radio Tube Plant of Sylvania Electric Products Inc. Mr. Lucas formerly was supervisor of product engineering at Sylvania's Altoona, Pa. tube plant.

RADIO EMPLOYMENT BUREAU division of Radio's Reliable Resources, Philadelphia, announces opening of new branch office in Boston.

G. HOWARD TINLEY Jr. will join newly formed Hall Hopper Productions, Chicago, Oct. 1. Mr. Tinley was formerly with WINX and WOOK Washington.

Allied Arts

ROBERT F. LAWS has been appointed to newly-created post of western television advertising manager for Philco Corp. Mr. Laws will make his headquarters at Philco's western offices in San Francisco.

Mr. Laws

ERWIN A. LARSON, formerly associated with Shaffer Leather Co. Akron, has been appointed distributor and sales representative for New York for Renewal Tube Dept., Radio Tube Division, Sylvania Electric Products Inc.

UNITED STATES Television Mfg. Corp., New York, has announced new combination TV, AM, FM and phonograph console receiver with 12-inch direct viewing tube, to retail at $795. Model, described as only one to use Zetka 12-inch tube with ion trap to prevent stain, is now in limited production but this will be stepped up later in fall, company announced.

RUTH LUSCH has resigned from staff of Steve Hannagan Publicity agency, Las Vegas, Nevada, effective October 1 to become publicity and promotion director of Reno, Nev., Chamber of Commerce.

THREE AM table model radios which tune complete broadcast band from 535 to 1620 kc have been added to line of Zenith Radio Corp., Chicago. Each features "long distance" broadcast reception, Consoltone circuit and the "Alnico 5" PM speaker. All are AC/DC sets. Models are named Zephyr, Pacemaker and Tournament.

HENRY A. BAIR, former general foreman of the Cathode Ray Department at Sylvania Electric Products, Emporium, Pa., plant, has been promoted to manufacturing superintendent. Mr. Bair has been with Sylvania since 1927, and has devoted himself to cathode ray activity since 1936. He was appointed general foreman in charge of Sylvania's cathode ray tube production in 1941.

WILLIS C. TONER, who has been with Sylvania Electric Corp. radio division since 1930, has been named manager of firm's new television tube plant at Ottawa, Ohio. Mr. Toner was active in Sylvania's proximity fuse program for Navy during recent war. Early this year he joined Sylvania's cathode ray department staff at Emporium, Pa.

HALLACK McCORD, advertising man and freelance writer, has joined Research Services Inc., Denver, Col.

WILLIAM J. HOPKINS has been appointed Eastern division manager for renewal tube sales dept., Radio Tube Division, Sylvania Electric Products Inc. His headquarters will be in Baltimore, Md.

AL FREEMAN, publicity man for Frank Palumbo enterprises in Philadelphia, has started his own public relations and television production agency with offices in Stock Exchange Bldg. Mr. Freeman will continue to represent Palumbo.

WALTER G. ALTON, former vice president of Pagano Inc., New York, has been appointed vice president in charge of sales for Peter Junco Studios, producers of television advertising, art and sound motion pictures.

FORMATION of TV/Films Inc., at 34-60 32nd St., Astoria, L. I., N. Y., to produce film commercials for television was announced last week. R. V. Pollock, formerly with J. Walter Thompson, New York, is president of new company which will function as "the motion picture department of the (advertising) agencies it serves," according to announcement. Agencies will be invited to supervise production of advertising films which company will make for video only.

RICHARD P. CASTERLINE announces formation of public relations and advertising counselor service under his own name at 5820 S. Alameda St., Los Angeles. Mr. Casterline has been business paper editor and advertising agency account executive.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces publication of informational booklet, "EM," which treats on automatic regulations of line voltage input to broadcasting equipment. Booklet is designed to show that line voltage variations have direct bearing on life and efficiency of transmitter tubes and associated apparatus; that, by proper regulation, expenditures for tube replacements can be reduced to an appreciable extent.

SHEPHERD BROOKS has joined staff of Lowell Institute Cooperative Broadcasting Council in Boston. Mr. Brooks majored in public opinion and communication at Harvard and during war was connected with Information and Education Division of War Department.

SOUTHWESTERN DIVISION headquarters of United Press at Dallas have moved into new offices in recently completed Norman Building. Air conditioning, fluorescent lighting and specially designed newsroom furniture make Dallas UP office perhaps most modern in country. Fred A. McCabe is Southwest Division manager, and Lee Bond, division news editor.

COMMERCIAL
Television
NOW SIX DAYS A WEEK
IN SALT LAKE CITY
Meeting the rapidly growing interest in television, KDYL-W6XIS has expanded its service to six days a week — Sunday through Friday.
Choice Availabilities
KDYL
W6XIS
UTAH'S NBC STATION
National Representative: John Blair & Co.

17 NEW ADVERTISERS BUY TIME ON WCAU-TV

WCAU-TV Philadelphia entered its fall-winter schedule last week with 17 new advertisers and four renewals representing 67 more one-minute announcements each week.

Bulova Watch Co. hiked its schedule on WCAU-TV from five announcements per week to 21. Chapman Shoes, which has been using two announcements weekly since the station began operation again has renewed its contract.

Jackie Gordon Inc., men's clothing, and Parkway Baking Co. of Philadelphia, both renewed their weekly announcements for another 13 weeks.

Among the new advertisers on WCAU-TV who have signed for one-minute announcement schedules include: Zippy Starch, five per week; Whitman Chocolates, two; American Store, three; Chesterfield Cigarettes, three; Philadelphia Electric Co., four; Girard Chevrolet, three; Margerum Co., (Victualer) one; Kessler Kitchens (installations), one; Thorn-on-Fuller (Dodge automobiles), three; Erlanger Beer, three; Seiler's Meats, one; Adams Rugs (carpets and cleaning), one; Wolfington Motor Co., five; Oliver Kitchens (installations), one, and Eclipse Mattress Co., four.

12 Outlets to Get KXIC Feed on Iowa U.'s Games

PLAY-BY-PLAY reports on the U. of Iowa's nine football games this season will be fed to a network of 12 Iowa stations by KXIC Iowa City.

Carrying the broadcasts, in addition to KXIC, will be KSTT Davenport, KWPC Muscatine, KWWL Waterloo, KSWI Council Bluffs, KTRI Sioux City, KBIZ Ottumwa, KOKX Keokuk, KICD Spencer, KROS Clinton, KVFD Fort Dodge, KICM Mason City and KDTH Dubuque.

Gene Claussen, KXIC sports director, will handle the play-by-play, and Herb Olson, the station's program director will do the sidelights and color.

ELECTION COVERAGE
WGST Uses Big Staff to Tell Georgia Primary Story

WGST's manager, John Fulton (l), interviews the successful candidate, Mr. Talmadge.

* * *

WGST Atlanta used its entire staff and 60 outside reporters in assembling and broadcasting returns in the Democratic primary election for the Georgia governorship nomination this month, station reports. The nomination, tantamount to election in Georgia, was won by Herman Talmadge, whose claim to the governorship was denied by the State Supreme Court in March 1947.

The returns compiled by WGST were fed to 16 other Georgia stations through facilities of the Georgia Assn. of Local Stations. Bulletins on state and city voting were aired throughout election day, and beginning at 9 o'clock that night WGST presented an uninterrupted broadcast of election returns until the early morning hours.

High point of WGST's election coverage came when Mr. Talmadge gave Ken Wilson, WGST roving reporter, what the station claims was an exclusive remote broadcast announcing that he was assured of winning the election.

Complete local returns were broadcast individually over each of the 17 participating stations in five-minute periods preceding the hour and half-hour, according to WGST.

DUPONT AIR AWARDS FOR 1948 ANNOUNCED

STATIONS and commentators have been invited to compete for the annual awards of the Alfred I. duPont Radio Awards Foundation, which for 1948 will offer two station awards and one commentator award of $1,000 each.

The awards to one large and one small station are presented "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

Judges will confer the other award on a commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

All entries must be submitted on or before Dec. 31, 1948. Inquiries are being received by W. H. Goodman, secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville 1, Fla.

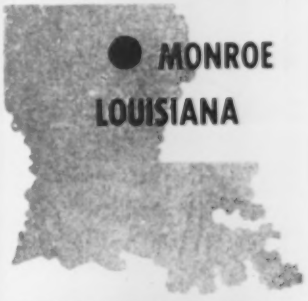
Annual awards have been conferred upon the following stations and commentators: KGEI San Francisco, Fulton Lewis jr., 1942; WLW Cincinnati, WMAZ Macon, Ga., Raymond Gram Swing, 1943; WJR Detroit, WTAG Worcester, Mass., H. V. Kaltenborn, 1944; KDKA Pittsburgh, WNAX Yankton, S. D., Lowell Thomas, 1945; WHO Des Moines, WKY Oklahoma City, Elmer Davis, 1946, and WBBM Chicago, WFIL Philadelphia and Edward R. Murrow, 1947.

Program Service Starts On Colonial FM Network

COLONIAL FM Network, a group of upstate New York FM stations, started operation Sept. 20. Participants on the opening program included Gerald Mayer, president of the network and president and general manager of WKRT-FM Cortland: H. R. Ekins, news commentator who will be heard on the network; Byron Emerson, organist, and the Trailblazers, western band. The network will provide one hour of program service five days a week to its stations and member outlets will exchange programs.

Stations included in the network are WWHG-FM Hornell, WKNP-FM Corning, WOPT-FM Oswego, WHLD-FM Niagara Falls-Buffalo and WKRT-FM. All programs on the network are offered to advertisers on a cooperative basis locally or on a regional basis, the network announced.

FIRST IN THIS IMPORTANT NORTH-EASTERN LOUISIANA MARKET . . .



KMLB

Has more listeners in Monroe and Northeastern Louisiana than

ALL OTHER STATIONS COMBINED!

REPRESENTED BY
TAYLOR-BORROFF & CO., INC.

AFFILIATED WITH
AMERICAN BROADCASTING CO.

FCC Actions

(*Continued from page 76*)

Applications Cont.:

KNBC-FM San Francisco—Mod. CP new FM station for extension of completion date.
WNAB-FM Bridgeport, Conn.—Same.
WTOA Trenton, N. J.—Same.
WSLB-FM Ogdensburg, N. Y.—Same.
WSKY-FM Asheville, N. C.—Same.
WMBR-FM Jacksonville, Fla.—Same.
WNEX-FM Macon, Ga.—Same.
WOAI-FM Selma, Tex.—Same.
KWFT-FM Wichita Falls, Tex—Same.
WACE-FM Chicopee, Mass.—Same.
WNAO-FM Raleigh, N. C.—Same.
WRNL-FM Richmond, Va.—Same.
WFMU Crawfordsville, Ind.—Same.
WBKA-FM Brockton, Mass.—Same.
WEAL Toledo, Ohio—Same.
WEAN-FM Providence, R. I.—Same.
WOR-TV New York—Mod. CP new commercial TV station to increase vis. ERP from 9.5 kw to 22 kw.
WHAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.
WAVE-TV Louisville, Ky.—Same.
WCAU-TV Philadelphia—Same.

APPLICATION DISMISSED

TV—192-198 mc

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—CP new commercial TV station on Channel 10, (192-198 mc), ERP vis. 2.8 kw, aur. 1.4 kw and unl. DISMISSED Sept. 15.

APPLICATION RETURNED

Assignment of CP

KEYE Perryton, Tex.—Voluntary assignment of CP from Van W. Stewart, Carl Ellis and F. B. Sumpter, partnership d/b as North Plains Bcstg. Co. to North Plains Bcstg. Co. Inc. RETURNED Sept. 17.

TENDERED FOR FILING

Transfer of Control

WILM Wilmington, Del.—Consent to transfer of control to Hawkins Bcstg. Co. Inc.

September 21 Decisions . . .

DOCKET CASE ACTIONS

Announced adoption of order granting petition of Sky Way Bcstg. Corp., Columbus, Ohio, insofar as it requests that Commission's decision of March 15 be set aside (Comr. Hyde dissenting; Comrs. Walker and Jones not participating), and said decision was vacated; further ordered that oral argument upon any exceptions that may be filed by parties to this proceeding pursuant to Sec. 1.854 of rules, be scheduled for Oct. 15; and further that application of Northwestern Ohio Bcstg. Corp. for mod. CP be referred to Commission's files pending adoption of final decision in this proceeding. At same time Commission announced revised proposed decision (Comrs. Walker and Jones not participating), looking towards grant of application of Northwestern Ohio Bcstg. Corp. for new station at Lima, Ohio, 1150 kc 1 kw unl. DA, and denial of application of Sky Way Bcstg. Corp. for new station in Columbus, 1150 kc 1 kw-N, 5 kw-D, unl., DA.

BY THE SECRETARY

WFUV New York—Granted renewal of license of noncommercial educational FM station for period ending Sept. 1, 1949.

KEYY Pocatello, Ida.—Granted license for new standard station 1240 kc 250 w unl.

Following were granted mod. CPs for extension of completion dates as shown: WATL Atlanta, Ga., to 9-30-48; KOMO-FM Seattle, Wash., to 11-16-48 on cond. that construction be completed or interim operation provided by that date; KBUC Corona, Calif., to 10-30-48; WOMI Owensboro, Ky., to 11-15-48.

WEKR Fayetteville, Tenn.—Granted voluntary assignment of CP from R. A. Largen, R. M. McKay Sr., R. M. Kay Jr., J. M. McGrew and Revis Hobbs, partnership d/b as Elk River Bcstrs. to Elk River Bcstrs. Inc.

KWKC Abilene, Tex.—Granted license new standard station 1340 kc 250 w unl.

WVOM Brookline, Mass.—Same—1600 kc 5 kw DA unl.

WMAN Mansfield, Ohio—Granted involuntary transfer of control of licensee and permittee corporation from Monroe F. Rubin to Ruth Rubin, executrix of estate of Monroe F. Rubin, deceased.

WIBG-FM Philadelphia — Granted mod. CP for extension of completion date to 1-1-49.

WGYV Greenville, Ala.—Granted license new standard station 1400 kc 250 w unl.

WHOC Philadelphia, Miss.—Same—1490 kc 250 w unl.

W4XGF The Atlanta Journal Co., Area Atlanta, Ga.—Granted license for new exp. TV relay station.

W1OXEL Eugene P. O'Fallon Inc., Area Denver, Col. — Granted license new exp. TV station.

WJRD Tuscaloosa, Ala.—Granted license change frequency, increase power, etc.

WRJN Racine, Wis. — Granted license to install new ant. to support mast for FM ant.

KATE Albert Lea, Minn.—Granted license install new vertical ant., new trans. and change trans. and studio locations.

KSTL-FM St. Louis—Granted request to cancel CP for new FM station in St. Louis.

WLAW Lawrence, Mass.—Granted CP make changes in DA system and to mount FM ant. on No. 2 tower.

WDSU-TV New Orleans — Granted mod. CP to change ERP from vis. 19 kw, aur. 9.5 kw to vis. 31 kw, aur. 15 kw; change trans. location and make changes in ant. system.

WCON-TV Atlanta, Ga. — Granted mod. CP to change studio and trans. locations, to decrease ERP from vis. 15.8 kw, aur. 9.05 kw to vis. 15.5 kw, aur. 8.6 kw, and change ant. height to 560 ft.

WLWD Dayton, Ohio—Granted mod. CP to decrease ERP from vis. 50 kw, aur. 25 kw to vis. 16 kw, aur. 8 kw, reduce ant. height to 490 ft. and make changes in ant. and trans.

WDAF-TV Kansas City, Mo.—Granted mod. CP increase ERP from vis. 17 kw, aur. 14 kw to vis. 22 kw, aur. 11 kw and change type of ant.

WNER Live Oak, Fla.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

Following were granted mod. CPs for extension of completion dates as shown: WLWT Cincinnati, to 3-4-49; WBT-TV Charlotte, N. C., to 3-30-49; WDBO-FM Orlando, Fla., to 1-5-49; KIOA-FM Des Moines, to 12-10-48; WAYS-FM Charlotte, N. C., to 12-20-48; WSM-FM Nashville, Tenn., to 11-30-48; KFMV Los Angeles, to 11-15-48; KFXM-FM San Bernardino, Calif., to 4-1-49; WDLB-FM Marshfield, Wis., to 1-1-49; WFAA-FM Dallas, to 12-1-48; WFJS Freeport, Ill., to 4-10-49; KSFH San Francisco, to 4-5-49; WIBA-FM Madison, Wis., to 4-11-49; WTJS-FM Jackson, Tenn., to 4-1-49; WRR-FM Dallas, to 11-20-48.

WLBG Laurens, S. C.—Granted license for new standard station 860 kc 250 w D.

KMTR Radio Corp., Los Angeles—Granted CP new exp. TV relay station.

KOVO Bcstg. Co., Provo, Utah—Granted CP new remote pickup station.

KUTA Salt Lake City—Granted CP install new trans.

Raining Umbrellas

TO SYMBOLIZE "umbrella coverage" of its large market, WCAU Philadelphia has been distributing approximately 500 umbrellas to advertising agency officials, sales representatives and trade paper editors. An accompanying blue and white tag advises the recipient that "On WCAU You're in Philadelphia." Another legend says: "WCAU, with 50,000 watts swinging out in all directions, gives intensive 'umbrella coverage' in America's third largest market."

KSMO-FM San Mateo, Calif.—Granted mod. CP change trans.

WREV Reidsville, N. C. — Granted mod. CP change studio location and change type of trans.

WSLB-FM Ogdenburg, N. Y. — Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WTCN-FM Minneapolis, to 4-5-49; WDET-FM Detroit, to 11-2-48; WEHS Chicago, to 1-1-49; WERC-FM Erie, Pa., to 1-2-49; KGNC-FM Amarillo, Tex., to 1-1-49; KNX-FM Los Angeles, to 3-28-49; KFYO-FM Lubbock, Tex., to 1-1-49; WBSM New Bedford, Mass., to 11-15-48; KWRN-FM Reno, Nev., to 12-24-48; WCAR-FM Pontiac, Mich., to 11-25-48.

September 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WERD Atlanta, Ga.—License to cover CP new stadard station and to specify studio location as 23 Broad St., S. W., Atlanta.

KBMW Breckenridge, Minn.—License to cover CP new standard station and to specify studio location as Stratford Hotel Bldg.

KWED Seguin, Tex.—License to cover CP new standard station.

WROV Roanoke, Va.—License to cover CP change frequency from 1490 kc to 1240 kc.

Acquisition of Control

KCOM Sioux City, Iowa—To change corporate name from Commercial Assoc. Inc. to KCOM Bcstg. Co. and acquisition of control of permittee corporation by Dietrich Dirks through purchase of 608 new sh. and 42 sh. from C. M. Corbett.

Modification of CP

WEOL Elyria, Ohio—Mod. CP new standard station for extension of completion date.

(*Continued on page 89*)

When you think of

REPLACEMENTS

RE-TUBE *with...*

AMPEREX

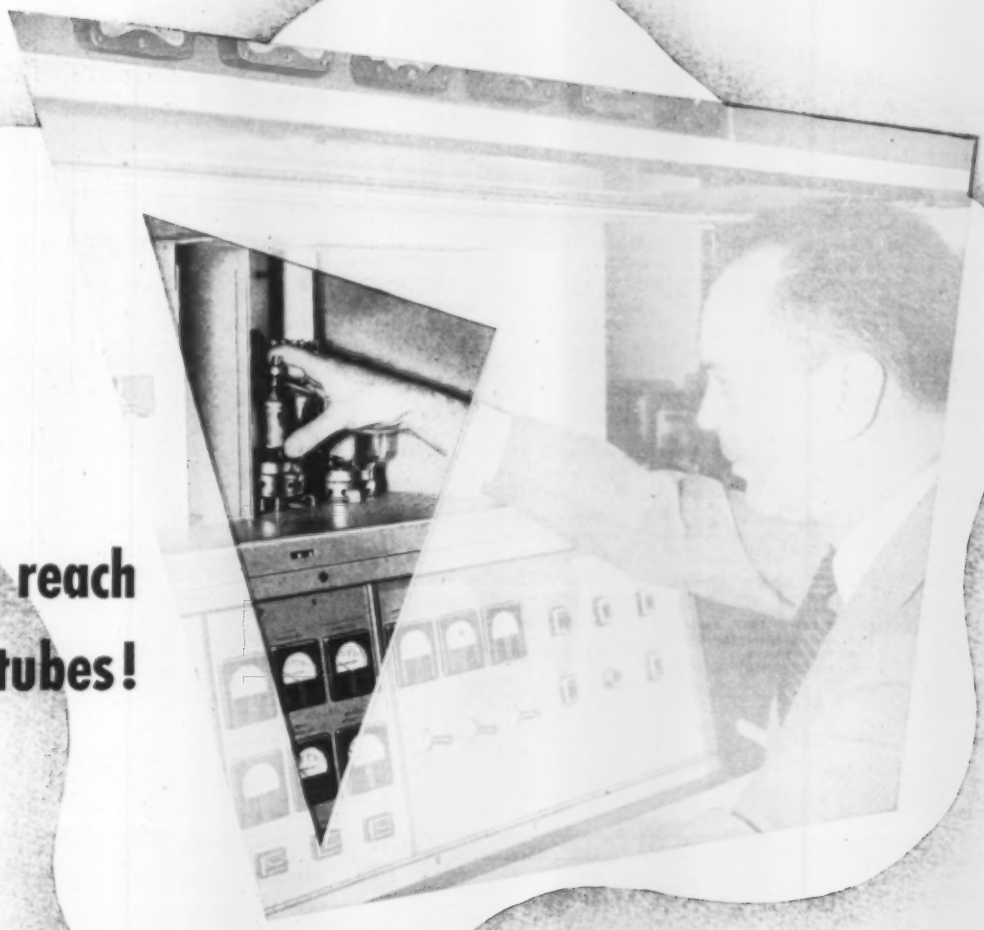
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas *in* TOPEKA



"finger-tip" reach for all tubes!

. . . in the Westinghouse FM-3

Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them . . . you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space . . . in the upper right-hand compartment . . . is also within "finger-tip" reach.

This is another of the many important elements . . . found in all Westinghouse FM transmitters that protects your investment . . . simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you . . . or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .

- **Only one control to adjust output power**
- **All key circuits contained in two drawer-type chassis**
- **FM-3 is complete driver cubicle for FM-10 and FM-50**
- **R.F. voltmeter indicates transmission-line volts**
- **Glass-insulated wire with a lead sheath***

This service . . . anywhere!

. . . on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive

J-02149

Mr A Darrel Massey can help you in th Southwest Your Westinghouse Salesman has complete facilities at his finger tips to help you with broadcast problems . . . from planning to operation. Mr. A. Darrel Massey, one of several Westinghouse sales engineers, ably assists him in the Southwestern area. His knowledge is backed by five years of commercial broadcasting experience, more than five years as a civilian radio engineer with the Navy and association with the Westinghouse Industrial Electronics Division since 1946.

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Telestatus

Cont'd from P. 14

Gen. Viewing—Cont'd.	Who has Done It	How to Do It
NOTE: Data could be analyzed by such factors as length of set ownership, number of stations in market, etc.	• Foote, Cone and Belding survey, June 1948, investigated effect of TV on movie going. (BROADCASTING, June 14, 1948, p. 16) • Northwestern U. (Chicago) study covered much of these items. (BROADCASTING, 9/6/48, p. 73)	
IV General Preferences		
1. Stations	• Hooper ratings available in NYC, with studies in other cities planned for future. • Pulse ratings available in NYC and Philadelphia—probably to be extended to other markets.	• Subscription to rating services where available. • Direct questioning of TV owners through: —Telephone —Mail —Personal Interview
2. Program types (children's, drama, sports, etc.)	Several studies have investigated program type preferences: • CBS Television Audience Research Institute covered this in 1946 and probably since. • WBKB study, 1947, (BROADCASTING, 4/14/47, p. 76) • WABD study, 1947, (BROADCASTING, 9/15/47, p. 61) • WWJ-TV study, March 1948, (BROADCASTING, 3/22/48, p. 22) • WTMJ-TV study—July 1948, (Radio Daily 7/30/48, p. 7)	• Rating studies can be analyzed by types of program. • Direct questioning via: —Mail —Personal interview
3. Best times of day for viewing —by day-parts —by hours	• WBKB study, 1947, reported on this problem for Chicago-area viewers. (BROADCASTING, 4/14/47, p. 96)	• Direct questioning, through: —Mail —Personal interview
V Reactions of Set Owners		
1. Live vs film telecasts —Is the difference recognized? How? —Does it matter? —Which do they prefer? —by type of program		

Reactions—Cont'd.	Who has Done It	How to Do It
2. Local vs network programs —Is the difference recognized? How? —Which do they prefer? —by types of programs		
3. Repetition a. Can programs be repeated? —Any particular types of programs? —How often? —At what intervals? b. Can commercials be repeated? —how often? —at what intervals?		Direct questioning, by personal interview
4. What types of commercials are most effective? —in recall value? —in sales results?	• General Foods study (done by Benton and Bowles and Young & Rubicam, 1947) evaluated some of the commercials questions. (Tide, 12/26/47, p. 46-7)	
5. Evaluation of current commercials —Good, fair, bad, irritating —Examples of each	• WTMJ study (Radio Daily, 7/30/48)	
VI Problems of Set Owners		
1. Location of set a. Where located for convenience, for best viewing distance b. Best viewing distance		• Direct questioning, through: —Mail —Personal interview
2. Installation a. Costly? Beyond expectations? b. Troublesome? c. Servicing—readily available? Competent?		• Direct questioning, through: —Mail —Personal interview
3. Using the set a. Difficulties in adjusting? b. Operated by adults only? c. Does eyestrain occur? —on any particular station? —with any particular type of program? —coincident with particular weather conditions?		• Direct questioning, through: —Personal interview

Attention!

DO YOU HAVE A STATION THAT CAN SELL BY MAIL?

WE HAVE SEVERAL ITEMS TO OFFER IN 1, 5, AND 15 - MINUTE PROGRAMS.

You can learn about our interesting proposition by writing direct to:

MAIL ORDER DIVISION
OF
IRVING ROCKLIN & ASSOCIATES
155 North Clark St. • Chicago

CBC Planning Program Discussions at Toronto

TO SETTLE PLANS for the forthcoming programs of the three networks of the Canadian Broadcasting Corp., a national program meeting is to be held at Toronto Oct. 4-6, with top executives of CBC from all parts of Canada attending. Chairman will be E. L. Bushnell, director general of programs.

Attending will be from CBC headoffice, Ottawa, CBC chairman A. D. Dunton, general manager Dr. A. Frigon, assistant general manager Donald Manson, personnel director Col. R. P. Landry, treasurer H. Bramah; from Montreal CBC offices, Gordon Olive, chief engineer; Ira Dilworth, director of international shortwave service; W. J. O'Reilly CBM Montreal; R. Daveluy, program department; M. Ouimet, French network adirector.

From Toronto program department, Charles Jennings, Drew Allen, W. E. Anderson, W. H. Brodie, W. J. Dunlop, E. W. Jackson, J. M. Kannawin, R. S. Lambert, Ernest Morgan, N. M. Morrison, F. Mutrie, H. Z. Palmer, J. F. Willis, Geo. Waddington, and E. A. Weir, commercial manager; H. G. Walker, Dominion network director; H. J. Boyle, Trans-Canada network director; Ron Fraser, press and information director; Bob Kesten, manager CJBC Toronto; D. C. McArthur, news editor; George Young, station relations supervisor; and W. E. S. Briggs, CBH Halifax; D. E. Cameron, CBX Edmonton; Ken Caple, CBR Vancouver; J. R. Finlay, CBW Winnipeg; D. Fortin, CBJ Chicoutimi; G. Dumais CBV Quebec.

MEMO to: GENE LITT, NEWELL-EMMETT:

Of the top ten local shows in Cincinnati, Monday thru Friday, WCKY has THREE—more than any other Cincinnati station carrying local advertising.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

KOCO's Recorder Banned at Hearing

Salem Station Denied Pickup by Oregon Governor

MUCH ado about rights stirred a tempest in Oregon radio circles last week following Gov. John Hall's refusal to permit KOCO Salem either to broadcast live or tape record a public hearing.

Earlier the station had requested permission, but Oregon's Governor wrote Jack Zubon, KOCO program director, that "it would not be appropriate nor practical to broadcast the hearing." According to the station, when KOCO announced the hearing would then be covered "in a routine way," Gov. Hall blew his gubernatorial top—being quoted as saying, "I'll throw the station's whole staff out if they try it." The latter threat was not carried out.

The Governor's actions drew charges of discrimination from Loring Schmidt, KOCO president, and other broadcasters, including Bert McAllister, KPRL Moscow, Ida. In a personal letter to the Governor, Mr. McAllister wrote: "Why should any public official, especially the highest official of a great state, stoop so low as (to make such a threat)? . . . Radio broadcasting, Governor Hall, is here to stay."

Mr. Zubon said he felt it was "difficult to understand why the Governor should deny radio the rights we assume are to be granted to other members of newsgathering mediums." He quoted the Governor as saying the hearing was "highly overrated . . . a perfunctory matter."

Mr. Zubon and his staff appeared at the hearing Sept. 15 and the Governor backed down and allowed them to enter. He rejected a personal plea, however, from Mr. Zubon, "to avoid discrimination against radio press." A KOCO reporter remained for the hearing, but Robert Suing, an engineer, returned the equipment to the studio when denied access to a power outlet in the state building.

The hearing involved a liquor commissioner, charged with illegally selling supplies to the comission.

SAFETY AWARD

KDAL Newsman Is Cited By Minnesota Governor

A COOPERATIVE campaign by KDAL Duluth and the city's newspapers, focusing public attention on safe driving and particularly on capture of hit-and-run drivers, recently brought the station's top reporter, Bill Kreuger, a special safety award.

Mr. Kreuger received special recognition from Luther Youngdahl, Governor of Minnesota, for an outstanding job of reporting on both straight and political aspects.

Mr. Kreuger (center), receives special safety award from Col. Mattson (l), chairman, State Railroad & Warehouse Commission, and Gov. Youngdahl.

* * *

During the campaign KDAL and Duluth newspapers donated $500 for the capture of Twin Port (Duluth-Superior) hit-and-run drivers. Mr. Kreuger minced no political words either. On a newscast last July he raised an accusing finger at the City Council for inactivity, reminding that last year the Citizen Planning Assn. published a report indicting the Council for "failure to bring the city out of the brownout" existing since the war. Only recently, he said, did the city swing into remedial action.

"What happened last night (when a woman was critically hurt) . . . shows only too well that the Council might have helped to save a life if it had hit the ball a little harder in its lighting program," he philosophized.

La Rosa Time Deal Raises Complaints

Free Program for Time Swap Cited in Station Letters to NAB

OFFER by the makers of La Rosa macaroni to give stations, absolutely free, "The Greatest Dramatic Program of Daytime Radio," is bringing new complaints to NAB from small market stations in the East.

These stations would receive no payment from the sponsor, according to Kiesewetter, Wetterau & Baker, New York, La Rosa agency, which explains that the firm is a regional advertiser whose "distribution and potential sales" in minor markets "could not justify the straight purchase of time and program."

However, the company pays the program producer 50% of the base daytime national rate of stations accepting the five-a-week series, called "the biggest transcribed program ever broadcast," according to a form letter to stations signed by Horace Hagedorn, agency vice president.

"Starting Oct. 11 on a number of Eastern 50,000-watters, the makers of La Rosa Macaroni and Spaghetti will present *The La Rosa Hollywood Theatre of Stars*," he writes [BROADCASTING, Sept. 20].

This drew from Victor C. Diehm, manager of WAZL Hazleton, Pa., a letter asking, "I am rather curious what 50,000 watt stations in the East are giving away free time to an advertiser. We would be very happy to carry the programs of your client at our regular commercial rates.

Complicated

"After more than 20 years in the radio business, it is difficult to explain to one advertiser why we charge him for time and give time away to a competitive advertiser. Consequently, we give time to public service features and charge advertisers for advertising time."

The letter to stations from Mr. Hagedorn declared, "Much to our surprise, a number of excellent stations located outside of the major population centers have offered their facilities in return for this unusual audience-building program. They wisely realize that this advertiser cannot afford this intensive promotion in the so-called 'minor markets'."

Another station, WLBR Lebanon, Pa., also pointed to the incongruity of selling time to some advertisers and donating it to others. Julian F. Skinnell, operations manager, termed the La Rosa offer "not only an insult to the intelligence of the management of WLBR" but "offensive to all small market stations."

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind., announces two new television receivers: Models 661P and 461P. Former model retails for $445 plus installation, and latter for $645 plus installation.

OUT OCT. 11

BROADCASTING
300-page
MARKETBOOK

Free . . . TO OUR SUBSCRIBERS

IF you are a BROADCASTING subscriber on Oct. 11, you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

SELLS SEPARATELY FOR $1.00

NOW . . . and until October 11, a regular subscription to BROADCASTING includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY

HA-5

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

YES, enter my subscription now so I'll get the 1948 MARKETBOOK, 1949 Yearbook (published in February) and the next 52 weekly issues.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MARKETBOOK Special

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522

Gates Radio Company
Quincy Illinois

OLESEN TV LIGHTS BRIGHTEN Don Lee-L.A. Examiner Kickoff!

Important television news was made here recently at the great dedicatory debut of the new video affiliation between KTSL-Don Lee and the Los Angeles Examiner.

Many of Hollywood's outstanding show people and civic leaders passed in review under TV lighting designed by Otto K. Olesen Co.

In addition to a full-dress studio audience, it was estimated that more than 25,000 television receivers were tuned to the big show.

Otto K. Olesen Co. technicians, as usual, were on the scene before, during and after the performance . . . seeing to it that the lighting was doing its proper job. This firm has had over 35 years of experience in meeting specialized lighting problems.

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1550 North Vine Street,
Hollywood 28, Calif.

Gentlemen:
Please send me additional information on television lighting.

Name_____

Firm_____

Address_____

Title_____

Programs

PREMIERE of "You Can Be a Star" Oct. 11 from stage of Paramount Theatre over WHAM Rochester, N. Y., marks new high in live talent shows for that city, station reports. Show, emceed by Mort Nusbaum, is budgeted at $600 a week (top money for local show). Program will use 12 piece orchestra and feature four contestants each week with eliminations quarterly over 26 week period. Winner receives Paramount screen test, NBC audition, free New York trip, refrigerator, stove, washing machine, fur coat, etc. Twenty-six week show being split three ways between Paramount Theatre, Norge distributor and Union Outfitting Co. Agency is Storm Adv., New York, with Mr. Nusbaum owning package rights as well as emceeing.

'Don't Say Hello'

"DON'T SAY Hello, or your chance will go." That's slogan of WCKY Cincinnati's new dinnertime program, "Dinner Winner," broadcast Monday through Friday, at 5:45 p.m. During 15 minute program, residents listed in Greater Cincinnati directory are telephoned by Larry Brunner, WCKY "Dinner Winner" chef. In order to be "Dinner Winner," party called must not answer with usual "hello," but instead, tell what he is having for dinner. "Dinner Winner" is then awarded complete meal, duplicating what he is having at time of call.

'Sunday Down South'

"SUNDAY Down South," Sept. 26, celebrated its 100th broadcast over WNOX Knoxville, Tenn. Program offers half hour to choirs of leading churches, colleges and universities. In addition to presenting music which wins public approval, groups have an opportunity to explain their activities and promote their worthwhile causes. Pastor of church or president of college has three minutes on program to use in way he feels will be of most value to his organization and of most interest to listeners. Program is sponsored by Knoxville Furniture Dealers Assn. and advertising is institutional.

Sports Announcer

PHRASE oft-suggested "Go Fight City Hall" may be acted upon if KEEN San Jose (Calif.) football fans become displeased with announcing of San Jose State College football games this season. For, at helm, giving play-by-play description of games is none other than Mayor of San Jose himself, Al Ruffo. Mayor Ruffo comes by his assignment legimately—he was one-time All-American quarterback and university football coach.

Fashion Show

SPARKLING half-hour combining well integrated fashion show for youngsters plus good solid variety entertainment is being aired by WABD DuMont TV station in New York Thursdays 7-7:30 p.m. Actress Wendy Barrie, and television's newest star, "Okey-Dokey" take charge of proceedings. Show is sponsored by R. H. Macy Co., New York.

UNESCO Broadcast

RADIO arrangements for Sept. 27-29 meetings in Boston of United States National Commission for UNESCO are being coordinated by Lowell Institute Cooperative Broadcasting Council. Several members of Commission will participate in regular weekly broadcast of Council's "Crossroads of the Future" series on WEEI Boston Saturday evenings. "Crossroads of the Future" is presented by Lowell Institute in cooperation with Boston College, Boston U., Harvard, M. I. T., Northeastern and Tufts.

Documentary on Communism

"WHAT Communism Means to You," is factual report that deals with life as it would be if we were under Communist rule. Program written by Bob McBride, news editor at WPIK Alexandria, Va., was aired Sunday, Sept. 19. Copies of script are available from station.

Roundtable Discussions

PLANS are under way at WLBR Lebanon, Pa., for presentation of series of roundtable discussions this fall and winter to be called "Lebanon Valley College Forum of the Air." WLBR's production manager, William Halpern, in cooperation with Lebanon Valley College is in charge of all arrangements. College will choose moderators for each week from college faculty and program will feature locally prominent citizens from all walks of life to discuss topics presented. Series started Sept. 19.

Football Variety

SIXTEEN game local schedule, which includes all out-of-town games of local high school, two games of Bacone Indian College in Muskogee, three games of Northeastern State College in Tahlequah, two games of Connors Aggies in Warner and three games of local Negro high school, has led KMUS Muskogee, Okla. to believe that it is carrying a "variety" of local football color. And in addition to these games all Saturday games from Mutual will be carried, making total of 27 games, not counting post-season features.

'Public Hearings'

"PUBLIC HEARINGS," new series of public interest programs representing cross-section of community thought, will be broadcast by WFIL Philadelphia as a Sunday feature which started 2 p.m. September 26. Plans for show were formulated at meeting at Bellevue-Stratford hotel in which 12 of leading city educational institutions and civic groups were invited to participate. Former Associate Justice of U. S. Supreme Court Owen J. Roberts was chairman of meeting. Moderator of new program will be John Roberts, program director of Temple University radio workshop. He said production phases of broadcasts will be handled by Temple staff and students as "first significant contribution to the public of the Temple-WFIL cooperative movement in radio education." Following groups have been invited to guide and direct series: Philadelphia Chamber of Commerce and Board of Trade; Junior Chamber of Commerce; Villanova College; U. of Pennsylvania; Drexel Institute of Technology; Temple University; City Business Club; Bureau of Municipal Research; Rotary Club; Committee of Seventy, and Centray City Lions Club.

Free Time to Churches

REALIZING need for religious training in home and that many people are unable to attend religious services, KWK St. Louis has devoted two and one-half hours of free time each Sunday to religious broadcasts. Time is equally apportioned between Protestant, Catholic and Jewish faiths. In addition to regular programs scheduled each week, KWK also makes free time available each year to Easter Sunrise Services, Church World Service, Knights of Columbus, Christian Endeavor Sunday, The Upper Room, and St. Louis Council of Church Women.

Surprise

SPECIAL events presentation of WLBR Lebanon, Pa., scheduled and publicized as purely local broadcast was switched to NBC network for coast-to-coast audience and turned out to be prize stunt on Ralph Edwards' "Truth or Consequences" show. This part of show was picked up at Lebanon airport and piped into Hershey Arena where Edwards was staging his first broadcast of the season. Mayor Willian Focht of Lebanon was at airport to greet Olga Holverson, alleged famous explorer and big game hunter whose arrival had been highly publicized in advance. Everything was set for local broadcast and introductions had been made when surprises began. First, Mrs. Holverson removed disguise and revealed herself to be mayor's wife. Even Ralph Edwards was surprised and network audience was set on its ear by Mayor's "exclamation" to nation. Not least surprised was WLBR personnel as virtually entire staff had been alerted in arranging of event.

Westchester County Fights

CBS has negotiated an exclusive contract with Westchester County Center to televise club's schedule of Wednesday fights on CBS-TV network, starting today and running through next March. Broadcasts will go on air at 9:30 p.m. each Wednesday and will include dressing room interviews with fighters and managers as well as bouts themselves. Russ Hodges will be announcer and Bernie London will direct broadcasts.

Complete Sports Coverage

LOCAL collegiate and scholastic football games are included in 41 game coverage of WFMJ and WFMJ-FM Youngstown, Ohio. In addition to football games, National Amateur Baseball Federation games are also covered by Lee Leonard, sports director at WFMJ. These games together with Cleveland Browns professional football games and U. S. Army sponsored football games on ABC give WFMJ complete coverage of sports in greater Youngstown district.

Stories by Dickens

COMPLETE series of works of Charles Dickens is being offered by WPIC Sharon, Pa., each Sunday at 2:30 p.m. Programs got under way Sept. 26 with broadcast of "Bleak House." Series will be devoted, primarily, to publicizing lesser known works of famous author. promotion

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bellagio
Los Angeles • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

CLASSIFIED ADVERTISEMENTS

AYABLE IN ADVANCE—Checks and money orders only. Situation Wanted k per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All ther classifications 25c per word—$4 minimum. No charge for blind box mber. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks ceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

OADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

unted—Live station manager who can al time—250 watt station in small owing Alabama town. Can acquire me stock if desired. Give full infortion, references, and compensation. ply Box 690, BROADCASTING.

unted—Sales engineer west coast a for old line supplier of technical ipment. Knowledge of broadcasting de that section and residence there portant. Give age, experience and sent connection. All replies conential. Interviews in Los Angeles thin ten days. Box 814, BROADCAST-G.

mmercial manager, 250 watt MBS filiate in Texas. Thorough experience d proven ability to sell and create cessary. Salary and bonus. Excellent portunity. Box 793, BROADCASTING.

Salesmen

lesman—Top permanent sales posin open now for experienced man to can and will sell time for unopped independent in market of 28,000 ulation. Compensation open. Write mplete details in first letter to EX, Chillicothe, Ohio.

lesman—Young, aggressive, nice aparing, prefer college graduate with dio experience. Top independent in y good market. Commission with rting draw guarantee. Give all deils in first letter, references and oto to WFUR, Grand Rapids, Michi-n.

Announcers

unted — Combination announcer-opator with first class license, emphasis announcing. Local independent stan college town. Good working conitions. Send disc and salary requirements to WDLF, Deland, Florida.

nnouncer-engineer wanted. Primary job announcing. KXRJ-MBS, Russellville, Arkansas.

nnouncer wanted. Ad-lib ability. Resonant voice. Fulltime independent. WHOB, Gardner, Mass.

DISC JOCKEY

50 kw network affiliate in major midwest city needs topnotch, experienced disc jockey for all-night shows. Send 15 min. recording, photo and background to

BOX 745, BROADCASTING.

Technical

Combination engineer-announcer wanted for progressive midwest 250 watt network affiliate. Send disc, salary expected, all information in first letter. Box 696, BROADCASTING.

Wanted—Good, experienced announcer for general staff work. Local Virginia network station. Reply Box 805, BROADCASTING.

Wanted—Sales engineer west coast area for old line supplier of technical equipment. Knowledge of broadcasting trade that section and residence there important. Give age, experience and present connection. All replies confidential. Interviews in Los Angeles within ten days. Box 815, BROADCASTING.

Wanted—First class licensed transmitter operator with studio wiring experience. Write WCCM, Lawrence, Massachusetts.

Wanted: Transmitter assistant for 10 kw FM station. Amateur or other experience desirable. State salary desired. Write Chief Engineer, WVKO, 310 West Broad St., Columbus, Ohio.

Combination announcer-technician, must possess first class telephone-radio license and be capable of high quality general announcing. Scale $1.80 per hour or more. Northwest coast city 1 kw. Give references, experience, age and marital status. Box 824, BROADCASTING.

Help Wanted (Cont'd.)

Production-Programming, others

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk salescopy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

Wanted—Teacher for broadcast school with professional experience in radio. College degree, music background desirable. Box 764, BROADCASTING.

Program director-announcer. 5000 watt NBC affiliate in south has opening for highly qualified program man who is a topflight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high class station. Only a man with good educational and experience background will be considered. Send detailed letter and disc. WSAV, Savannah, Ga.

Program director—Experienced idea man with proven record wanted by fulltime midwest independent in city 200,000. Send disc, photo, references and desired salary first letter. Here is an opportunity to step into management if you can do a topflight programming job. Box 821, BROADCASTING.

Situations Wanted

Managerial

Manager—Employed commercial manager. Ten years experience with 5000 watt station. Ambitious. Desires opportunity. Box 706, BROADCASTING.

Experienced manager—Network and independent operations. Good announcer and salesman. Guarantee results! Contact Jimmy Trippe, WFEB, Sylacauga, Alabama.

Commercial manager with successful record desires market change and opportunity with progressive organization on salary-bonus remuneration basis. State details your proposition first letter. All replies answered.

Box 601, BROADCASTING.

Attention station owners. Station manager available. Due good reason not interested in north, Deep south, Gulf Coast, Florida or California only. 14 years experience as staff announcer, sportscaster (baseball, football and commentary), disc jockey, program director, sales and promotion manager. Five years manager network affiliate. Best trade references. Competent manage large station, act as combination manager-sales manager-program director small station. Available two weeks. CP holders—through practical experience can probably save you real money in getting on air and first year operation. Box 763, BROADCASTING.

Manager with new station construction experience available. Young, experienced as announcer, writer, producer, salesman and other phases of radio. Put station on air with good monthly receipts. Leaving for health. Prefer east coast. Box 762, BROADCASTING.

Manager—Job wanted as manager of southern station. Knowledge of selling, programming, announcing and engineering. Hard worker. Now working for a thousand watt station. Box 820, BROADCASTING.

Station and commercial manager—Nine years experience. Strong sales, good programming and civic work. Prefer small southern town. Housing important for young family. Salary and/or commission and profit share. Box 790, BROADCASTING.

Situations Wanted (Cont'd)

Experienced AM general manager wants TV opportunity. 13 years in AM as announcer, news editor, sports announcer, program director, sales and promotion manager. Manager network affiliate 4 years. Seeks publicity, promotion, production post in TV station. Now employed as executive AM post but willing start over again TV. Box 789, BROADCASTING.

Florida stations attention: Qualified executive, now manager Mutual outlet; interested moving to Florida on permanent basis. Comprehensive background, strong sales and program approach, excellent references. All offers considered. Box 784, BROADCASTING.

Experienced radio man desires a position as manager. Will prove results. Was officer in charge of four Armed Forces Radio Station. Fourteen years experience in radio broadcasting. Successful record selling radio time. Married and settled. Box 776, BROADCASTING.

Seven years in all phases of commercial radio including salesmanagement. Young, aggressive, college graduate, now employed west coast metropolitan network station, must return to midwest. Excellent references from top radio executives. Box 772, BROADCASTING.

General manager. 10 years experience all phases construction and operation. Proven sales record. Family man. Now managing 1000 watt network outlet. Available 30 days. East only. Box 773, BROADCASTING.

Manager—sales manager. Competent and well known individual, outstanding background in agency, national representation and local sales. A sales producer and good administrator. Box 827, BROADCASTING.

Salesmen

Market research or salesman. One year research at WLW, single, personable, aggressive. Would be asset to progressive station. Could sell time if given opportunity. Box 761, BROADCASTING.

Salesman with excellent sales record, good references. Write Commercial Manager, KWYO, Sheridan, Wyoming. Far west only.

Born salesman needs hatching. Young ad manager seeks opportunity to sell radio time. Box 807, BROADCASTING.

Announcers

Sports announcer. Eight years play-by-play. Top Hooper sportscast. Box 649, BROADCASTING.

Announcer, engineer, RCA graduate. 1st phone. Graduate Radio City Announcing School. AFRS experience. Single, will travel. Box 719, BROADCASTING.

Wanted: Sports job with station that handles lots of sports. Four years experience in broadcasting all play-by-play. College graduate, married, sober. Will work hard to make success of venture. If you want sports man who has the know-how, here is your opportunity. Will send air disc upon request. Presently employed. Box 734, BROADCASTING.

Announcer—College, graduate of School, Radio City. Wants experience, salary secondary, will travel. Interview or details. Box 736, BROADCASTING.

Announcer experienced in commercials, newscasting, disc jockey and acting. Will travel. Graduate School of Radio Technique, Radio City, NY. Joe Adelmann, 452 Onderdonk Ave., Brooklyn 27, N. Y.

Announcer experienced in commercials, newscasting and disc jockey. Will travel. Graduate School of Radio Technique, Radio City, N. Y. Robert Hilliard, 9144 111th St., Richmond Hill, L. I., N. Y.

Experienced announcer formerly with Mutual affiliate available now. All types of shows. For disc contact A. E. Hall, 1147 2nd Ave., Chula Vista, Calif.

Announcer—Veteran, family man. Radio school graduate desires permanent position in midwest. GI training eligibility. Box 765, BROADCASTING.

Announcer-newscaster. You sell the time, I'll sell the sponsor with a friendly, smooth voice. Seven years experience, metropolitan markets. Want to settle with a progressive station. Now employed. Audition on request. Box 791, BROADCASTING.

Two versatile Yank announcers stranded in the south, want to go "home". Have plenty know-how, good voices and excellent recommendations. Who'll come to our aid? Box 819, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Experienced, versatile, college graduate. Specialities—news, classical music. Now employed. Box 804, BROADCASTING.

Announcer, young single veteran. One year experience. Well trained by professional personnel. Will travel anywhere. Box 822, BROADCASTING.

Combination announcer-engineer, capable of writing continuity. Presently employed as straight announcer, but available for station in east. For details write Box 788, BROADCASTING.

Announcer-program director hunting community for children to begin school. Intelligent and responsible. Box 803, BROADCASTING.

Attention station managers. Available now—2 experienced, highly trained colored combination men (announcers and technicians). Please wire or write Don Martin School of Radio Arts, 1655 N. Cherokee, Hollywood 28, Calif.

Combination announcer-engineer needed? Letter with full details awaits you. First phone, commercial experience, good voice, pleasant personality, excellent newscasts, dee-jay, sports color. Will accept good offer anywhere USA. Box 508, Welch, W. Va.

Announcer-program director. 25, single, specializes in news, 2½ years experience. Desires permanent position preferably in midwest. Box 797, BROADCASTING.

Dependable staff man. Varied experience. Knows music, production, control board. Box 802, BROADCASTING.

Announcer—Experienced, local and network affiliate, accredited radio school graduate, single, veteran. Disc, photo on request. Box 796, BROADCASTING.

Announcer, engineer, experienced all phases, specialized briefly in sports, wishing to expand in that. Currently making 65, would like more. Box 798, BROADCASTING.

Announcer, 15 months experience both net and independent stations. Excellent references, versatile, desire permanent job. Available immediately. Box 799, BROADCASTING.

Experienced announcer. College work in languages, music, journalism. Now program director. Box 801, BROADCASTING.

Professionally trained announcer. Thorough knowledge of announcing, newscasting, production, writing. No floater. If you want a capable, loyal man wire or write William L. Hutton, 1223 S. W. 18th Ave., Portland 5, Oregon.

Newscaster-announcer, veteran, year commercial experience. Reliable. Intelligent. Prefer Illinois. Box 777, BROADCASTING.

Announcer-Single, veteran, 27, reliable. Natural radio voice. Limited experience with network and clear channel. Know console. Will consider G.I. training with congenial employer in west or southwest. Box 771, BROADCASTING.

Classical music announcer—Can program and script. Excellent background, experienced all phases. Box 800, BROADCASTING.

Announcer—Graduate leading school. Experienced, newscaster, jockey, versatile staff man. Operate board. Ambitious, dependable, single. Desire permanent. Go anywhere. Send for disc, details. Box 767, BROADCASTING.

Announcer (33) currently employed, desires change. Experienced all phases broadcasting including control operation. Experienced in network operation and co-op shows. Box 829, BROADCASTING.

Experienced top announcer with delivery that sells. Leading newscaster. Personality jockey shows. 23, unmarried. Prefer, but not necessary, station in or near New York. Presently employed. Box 828, BROADCASTING.

Technical

Engineer with car available immediately. Veteran. Free to travel. Box 614, BROADCASTING.

Engineer—First phone, second telegraph, ham. In radio work ten years but no broadcasting experience. 28, single, will work anywhere. Box 696, BROADCASTING.

Chief engineer, experienced AM and FM; transmitter and control, directional. Veteran, young, single, will travel. $70 required. Two weeks notice. Box 701, BROADCASTING.

Experienced first class engineer; AM-FM installation experience. Desire station within 200 miles of Twin Cities. George Low, 3844 12th Ave., S., Minneapolis, Minnesota.

(Continued on page 85)

Situations Wanted (Cont'd)

Engineer and announcer. Accent on engineering. Former chief of 500 w. Desires position with station having TV grant or possible expansion plans. Box 826, BROADCASTING.

Young man, studying for first class license, desires position as control room operator. Experienced. Box 816, BROADCASTING.

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 817, BROADCASTING.

Combination engineer-announcer, one year experience, age 29, homesick for San Francisco Bay area. Disc, photo, IBEW, available 30 days. Box 786, BROADCASTING.

Chief engineer, twelve years installation and operation experience. Television training. Interested in station with television plans. $90 minimum. Box 794, BROADCASTING.

Engineer, AM and FM experience, two years college, graduate technical school, ham, veteran, married. Box 795, BROADCASTING.

Chief engineer or engineer up to ten kilowatts. Eleven years experience. Clarence Bauer, 409 S. Idaho, Butte, Montana.

Engineer or combination. Excellent references. Thoroughly experienced transmitter, studio, remotes, recording and construction. Graduate RCA General Course. Married, sober, no floater. Have car. Will travel. Harry Hochberg, 3280 Rochambeau Ave., Bronx 67, New York.

Engineer or engineer-announcer seeks position in Arizona, N. Mex. 2 years experience 250-1000 w AM, 250 w FM. Desire 1 kw or better or chief 250 w. Good voice, excellent references. Min. $70. All offers considered and answered. Box 809, BROADCASTING.

Engineer—Formerly from Florida desires position in that state—present position in Conn. 1 kw AM, 10 kw FM—1 year experience. References. Box 811, BROADCASTING.

First phone with six months experience. Also have operated board, read spots and done disc shows. Prefer northeast. Will consider all offers. Box 783, BROADCASTING.

Transmitter engineer—Twelve years experience. Now employed. Married. Car. Middle or southwest preferred. Box 785, BROADCASTING.

Chief engineer, wide experience, college degree, available immediately. Consider part ownership. Box 782, BROADCASTING.

Engineer. First class license. Single, 28. Will travel. Box 780, BROADCASTING.

Young, single technician recently trained, first phone license desires broadcasting experience, prefer deep south. Please contact D. L. Strong, Amite, La.

Chief engineer presently employed at 1 kw station desires permanent position with progressive station. Experienced in construction of three stations. Box 778, BROADCASTING.

Engineer—First phone, Melville Radio grad. Now hold job at 250 w, 1 k AM and FM station. Desire permanent position. N.E. area preferred. Box 769, BROADCASTING.

Combination man—some experience. Ex-G.I. with family. Housing essential. Go anywhere except south or east. Box 770, BROADCASTING.

Engineer, 1st phone, marine experience, desires permanent position with station. FM and TV. Young, married, veteran, conscientious. Will travel. Box 774, BROADCASTING.

Engineer—Married, ex-GI, one year experience, best of references from present employer. Xmtr and remote experience. Box 810, BROADCASTING.

Engineer 1st phone, veteran, married, no experience, ability to learn, available immediately. Earl Davis, 1221 Loeb St., Henderson, Ky.

Situations Wanted (Cont'd)

Production-Programming, others

Newsman-announcer—Fully experienced, completely versatile. Mature, sober, reliable. Seven years news background—intelligent rewrite. Seeking permanency. Prefer straight news. Box 735, BROADCASTING.

Production man, announcing, disc jockey, farm and special events. Three years experience independents. B.A. Degree. Disc if interested. Box 766, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Desirous conducting woman's program. Short on experience, long on ability, ambition. Valuable experience administrative aspects of radio. Northwestern Univ. graduate. Permanent, fulltime position desired. Prefer Santa Barbara, California south. Employed now one kw midwestern station. Available two weeks notice to employers. Reply Box 760, BROADCASTING.

A 1960 success story! Capable aide for station, agency executive or freelancer. Radio-wise, pro correspondent, youthful, and—above all—dependable. Box 732, BROADCASTING.

Has anyone opening for man, middle thirties, with college education, music conservatory training, plus five years private musical study? Employed four years by transcription company. Prefers New York City or vicinity. Box 825, BROADCASTING.

Assistant to publicity director. Good appearance, writer, contact. Three years experience. Locate Chicago. Box 823, BROADCASTING.

Program director. College graduate, 28, ten years experience announcing, selling and programming. Veteran, draft exempt. Excellent record. Excellent references. Box 779, BROADCASTING.

Would-be-writer, knowledge of women's interests, wants chance to build your women's programs into the most-listened-to women's shows in your area. Some experience, excellent references, good voice, college degree, NAOB background. Box 806. BROADCASTING.

Program director. No arm chair executive, but a working program director who has come up through the ranks by doing everything in programming, announcing, special events, sports, news and production of shows with sponsorship attraction. Highest references. Box 808, BROADCASTING.

Newsroom assistant—Radio newswriting experience plus heavy editorial background. Reliable girl, top references. Box 775, BROADCASTING.

Timebuyer—Radio Dept. girl Friday. Experienced with diversified advertising background. Excellent references. Box 830, BROADCASTING.

Attention—Midwest station. Thoroughly experienced production man, native midwest, hankering for home. Long previous record in theatre valuable for television. Married, two children. Available 3 weeks notice. Box 840, BROADCASTING.

Situations Wanted (Cont'd)

Schools

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Service

Attention station managers. Experienced radio personnel available now. Men and women announcers, newscasters, sportscasters, technicians, combination men. Write or wire for ET audition. National Employment Agency, 1653 N. Cherokee, Hollywood 28, Calif.

For Sale

Stations

Illness compels immediate sale 250 watt fulltime station in dual market in Mississippi's third largest city. A pick up at $40,000. Write or wire Radio, 347 Millaudon Street, New Orleans 18, Louisiana.

Fulltime 250 watt station in Florida. Only station in this Florida market. Terms can be arranged. Only qualified parties need answer. Box 813, BROADCASTING.

Equipment, etc.

FOR SALE

Wholesale Distributing Business

ALL PHASES
well established
well regarded
covering a wide area

Present management is retiring. Will require $250,000.00 to handle

BOX 818,
BROADCASTING

For sale—Lehigh self-supporting tower 179' A-1 condition lighting equipment included available immediately $1400.00 FOB Goldsboro. Contact Daniel B. Trueblood, WGBR WGBR-FM, Goldsboro, North Carolina.

For sale. Four complete 109 type WE reproducer groups. Excellent condition. Includes repeating coils, 5A arms, equalizers with cable assemblies and 9A-9B reproducers. Make an offer for one or all. Geo. H. Jaspert, 1012 Little Building, Boston, Mass.

For Sale (Cont'd)

For sale—Raytheon RF250—250 watt FM transmitter. Practically new and fully guaranteed. Used for interim operations, now on full power. WMBD, Peoria, Ill.

New-Brush 303 magnetone recorder—$695.00. RCA 86A1 limiting amplifier $310.00. First check for each takes. You pay transportation. WLAK, Lakeland, Florida.

For Sale—Truscon tower—435 ft. self-supporting, sectionalized 169 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. $6,875.00 f.o.b. storage site Lincoln, Nebraska. Radio Station KFAB.

For sale—New General Electric 250 watt FM transmitter BT-1-B complete with station monitor and four-bay antenna, 200 ft. rigid 7/8 inch coaxial cable with automatic dehydrator. Contact Ben A. Jones, WTNS, Coshocton, Ohio.

Presto K-8 portable recorder, 33 1/3 and 78 RPM, original cost $348.00. Good condition. 11 new WE 242 C's in original cartons. Sell all or make offer. Chief Engineer, Radio Station, WERC, Erie, Penna.

RCA consolette with power supply for sale $950 (present list price $1375). Used temporarily while waiting delivery of custom built console. In same working condition as new equipment. Wire or write Station WJPG, Green Bay, Wisc.

Used consolette for sale. $350.00 FOB Silver Spring. Custom-built by U. S. Recording Co. Two turntable inputs, one mike input and switch. Overall gain per channel 92 DB noise referred to input 120 DB. VU meter and multiplier plus four through plus 24 DBM in 4 DB steps. Output 500 ohms. Ideal as an all purpose console. First check takes it. Phone or wire Nick Chaconas, Chief Engr., WGAY, Silver Spring, Md.

For sale—Two complete 109AA reproducer groups with two extra 9A reproducers, excellent condition. Will give you dual spare reproducers at far less than the new cost without the spares. Broadcasters net $605.92. A rare bargain at $375.00. Box 812, BROADCASTING.

For sale—One used 185' Wincharger guyed tower, complete with tower lights and guy wires for immediate shipment. For complete details write Radio Station WGAA, Cedartown, Georgia.

Wanted to Buy

Wanted—G. I. Flyer motor model 818 double field two speed; also Blue Flyer model E. Contact W. Dacosta, Sound Dept., WOR, N. Y.

WHAT HAVE *YOU* GOT?
Alaskan disc jockey wants zany musical recordings and odd sound effects. State price and what you have to offer.
BOX 737, BROADCASTING

Self-supporting radio tower, at least 200 ft. high, and suitable for mounting RCA four element Pylon FM antenna. WLAM, Lewiston, Maine.

FM EQUIPMENT

Wanted—Complete used equipment for FM station—3 kw transmitter, monitors, speech input, microphones and turntables. No antenna or tower needed.

Box 768, BROADCASTING.

Interest, control small station, Pa., New Jersey, Maryland area. Reliable individual. Box 831, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Looking for a job? Have equipment for sale? Need personnel?

If so, an ad in BROADCASTING's classified section will reach 15,300 paid Radio subscribers.

Rates: Situations Wanted, $.10 per word; Help Wanted, $.20 per word: all other categories: $.25 per word. Display: $12 per inch.

Deadline 10 days in advance. Say when!

LATE CLASSIFIED

Help Wanted

Managerial

dio station salesmanager wanted by established station within the N. metropolitan area. Must have had efficient sales experience to direct aff. Send complete information re-ding past experience, salary, avail-ility in first letter. All information ll be held strictly confidential. Box 8, BROADCASTING.

Salesmen

inted experienced salesman. $100 a ek guarantee on commission ar-angement. Good accounts, good mar-et, top station. Need good man only. napshot and full details in first letter. ox 832, BROADCASTING.

inted at once—Experienced salesman ay for permanent position excellent ture. Station comparatively new. erative potential for qualifying man. bstantial salary plus commission or ight commission. Write Box 835, ROADCASTING.

Announcers

inted—Good announcer for news and ord programs. Wire information to INC, Fayetteville, N. C.

nouncer—Preferably with first class nse. No drinkers, no drifters. Con-t WHTB, Talladega, Alabama.

inted—Immediately, good announcer th first phone. Leonard Brown, Kerr-e, Texas.

Technical

n experienced in radar maintenance work on experimental U.H.F. Tele-ion. Prefer persons desiring to reside Rocky Mtn. area who have had some adcasting experience. Give complete perience, snapshot photo and salary pected. KFEL, Albany Hotel, Denver.

Production-Programming, others

ditor, preferably with newspaper ex-perience, by daily newspaper within the N. Y. metropolitan area. Prefer a an in his late thirties or early forties. h first letter give complete informa-tion, including availability. Confiden-tial. Address Box 839, BROADCASTING.

WANTED STAFF

New 500 watt daytime on air in November

1250 kc.

Write: Joe Porter, Mgr.

WMTR, Box 345

Morristown, N. J.

Situations Wanted

Announcers

Experienced disc jockey—running successful afternoon and evening programs in large eastern metropolitan area. Like a change. Excellent all-round announcer. Good references. Box 837, BROADCASTING.

Nationally known sports and news-caster. Major league baseball, big ten football, network newscasts, production staff, "Command Performance" "Mail Call". Minimum salary $75 week plus commercials. Box 836, BROADCAST-ING.

Announcer, writer and ad-lib man, six months experience, single, 26 years old. Aggressive and eager, thank you! Box 834, BROADCASTING.

Announcing, acting, writing. Versatile, ambitious young lady with some ex-perience. Willing to work hard. Will travel anywhere. Box 833, BROAD-STING.

Beginner announcer—15 months ex-perience third class engineer. Seeks connection where he can learn and live. Good education, hard worker, clean habits, ex-GI, 21 years old. Ad-dress Box 787, BROADCASTING.

LIMA DECISION

Northwestern Renamed; Batesville Case

FCC last week set aside its 1-kw, 1150-kc grant to Northwestern Ohio Broadcasting Co., of Lima, Ohio, but simultaneously handed down a "revised proposed decision" in which the company was renominated for a grant.

The Commission also issued a proposed decision looking toward a grant of Batesville Broadcasting Co.'s application for a new 250-w station on 1340 kc at Batesville, Ark., and denial of White River Valley Broadcasters' bid for the same facilities.

In the Ohio case the Commission's action reactivates the application of Sky Way Broadcasting Corp., of Columbus, which had been given a denial. It does not affect that of WOOP Inc., of Dayton, which originally was in the 1150-kc case but did not file exceptions when FCC denied it [BROADCASTING, March 22].

As in the decision which was set aside, the "revised proposed decision" preferred Northwestern over Sky Way on grounds that Lima has greater need for an additional local outlet than does Columbus.

In granting Sky Way's petition to set aside the grant to Northwestern, FCC noted that its earlier decision contained "a finding-of-fact which is erroneous," that a quorum of the Commissioners who originally heard argument in the case is no longer available, and that therefore the best procedure is to issue a corrected proposal on which another oral argument may be held. This argument was slated for Oct. 15.

Hyde Dissent

Comr. Rosel H. Hyde dissented from this procedure, contending that the erroneous finding—that WJR Detroit serves Columbus—"is of practically no significance" since it does not affect "the essential fact" that Columbus has several local stations while Lima has only one. He thought the original decision should have been corrected, but that "the Commission is wholly unwarranted in setting aside its decision."

Out-voted on that point, he joined his colleagues in their "revised proposed decision" looking to a grant of the Northwestern application. Comr. Robert F. Jones, whose home is at Lima and who was a minority stockholder in Northwestern before he became a Commissioner, and Comr. Paul A. Walker did not take part in the proceedings.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.45%, and the remaining stock is held (27.27% each) by William L. Rickman and Robert W. Mack, local businessmen. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%. The stockholders include Ronald B. Woodyard, 47.2% owner of WIZE Springfield, and Loren M. Berry, J. Frank Gallaher and Roy W. Ammel, who, with Mr. Hirsch, are stockholders in two new stations in Ohio: WONE (formerly WPLT) Dayton and WEOL Elyria.

In the Batesville case, FCC preferred Batesville Broadcasting largely because its owners plan a greater degree of participation in station affairs than do those of the rival White River Valley Broadcasters.

Jones Is Head

The proposed grantee is headed and controlled (51.2%) by O. E. Jones, editor and publisher of the *Daily Guard* and *Weekly Record*, who would be general manager of the station. J. J. McCaleb, local attorney, owns 1% and the remaining stock is held (7.97% each) by Robert S. Wheeler, general manager and part owner of KHOZ Harrison, Ark.; Roy W. Milum, part owner of KHOZ, and the following local businessmen: C. W. Barnett, Bob Ford, Preston W. Grace, and Jake Engles.

The rival White River Valley also is headed by a Batesville newspaper publisher, Jared E. Trevathan, owner of the semi-weekly *News Review*. He has approximately 13% interest in the applicant company. The remaining stock is held (in amounts ranging from 3 to 16%) by the following business and professional men: J. Fred Livingston, W. L. Landers Jr., Robert E. Purdy, C. T. Roberson, J. F. Higginbottom, W. Albert West, Dr. Paul Gray, Don Vaughan, Clem Moore, Jewell Pounders, and H. B. Wood, all of Batesville, and Millard G. Hardin of Newport, Ark.

Colorado Medics Praise Terry for Series on KLZ

SELECTION of Hugh B. Terry, manager of KLZ Denver, as the outstanding layman of the year for his contributions to Colorado medicine was announced last Wednesday by the Colorado Medical Society meeting in Glenwood Springs.

Mr. Terry

Mr. Terry was cited as a "public benefactor" for his work as producer of *Knave of Hearts*, a recent KLZ public service series dealing with major causes of heart disease and "in appreciation of outstanding services rendered for the furtherance of the ideals and purposes of this society." Mr. Terry is a past chairman of the board of trustees of the Colorado Cancer Society and currently is a member of that board. In 1947 he was chairman of Denver's Community Chest drive and presently is co-chairman of the 1948 drive.

Phillips-Jones Takes Two Fall Television Programs

THE PHILLIPS-JONES line of Van Heusen shirts, socks, ties and related men's merchandise will sponsor two television shows this fall. Started Sept. 24, the firm is sponsoring *Bump Hadley Sports Review* on WBZ-TV Boston, Friday and Saturday, 7-7:15 p.m., and effective Sept. 30, a half-hour quiz program *Dress and Guess* featuring Paul Hodges, Thursday, 8:30-9 p.m. on WEWS, Cleveland video station.

A major promotion campaign is planned in the Boston and Cleveland areas with dealer tie-ins, displays and promotions. Surveys are also in work to measure the programs' effectiveness for the client. Grey Adv. Agency, New York, is the agency.

WANTED TO BUY

SIX Daytime Regional Stations

We have a qualified client interested in buying six regional stations located in the midwest, southwest, mountain or west coast. Should be on channel below 1200 kc, 1000 watts to 5000 watts, removed from metropolitan areas and serving markets not likely to be affected by television for many years. Might consider strategically located 250 watters. Confidential handling of all correspondence. Reply immediately to our San Francisco office, giving details of property, operating data, pertinent facts and price you would consider.

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

Promotion

"TRUTH or Consequences" is being made into a "short film for TV and theatres as part of new promotion technique developed by Compton Adv. Inc., New York, for its clients. Film, minute-movie containing excerpts from show will be used, for what is believed to be first time in radio history, to plug an AM show via TV medium. "Short" is scheduled to be filmed in Hollywood in October for distribution in December. Another Compton show "We come Travelers" already has been filmed in Chicago, from where program emanates, with distribution slated for next month. Procter & Gamble sponsors "Truth or Consequences" for Duz, through Compton agency and show is heard over NBC every Saturday evening from 8:30-9:00 p.m., EST.

Watermelon Slices

WITH big chunks of juicy watermelon WKY Oklahoma City, Okla., shows how it is getting a bigger slice of city's audience. Placing watermelon on chart plus figures that go with size of slices is WKY's graphic way of proving its point.

In Baltimore

PICTURES of featured performers are used by WBAL and WBAL-TV Baltimore to show that it is only Baltimore station which offers AM and TV to its radio clients.

Prompt Action

HOSPITAL television campaign started less than month ago on Bill Herson's morning program over WRC Washington has brought in contributions sufficient for purchase of over seven television receivers to be installed in local hospitals. Seventh TV set was installed last week and cash contributions, which are still being mailed in total over $2,000. Television receivers of different makes are made available to Hospital Television fund by Washington area television dealers at wholesale cost, with installation at hospitals provided free of charge.

Survey #1

WESTINGHOUSE radio station KEX Portland, Ore., is currently circulating an eight page three-color booklet titled "KEX mail survey #1." Booklet shows results of comprehensive mail survey started by station earlier this year when its power was increased to 50,000 w, and points out that 1946 BMB maps of KEX with 5,000 w are now obsolete. Booklet shows that in four month period (April through July) KEX has received listener mail from every county in Oregon and Washington west of Cascade range and mail has been received from as far away as Rio de Janeiro and several points in eastern U. S. Booklet also carries factual data on Portland market and lists radio families and population in station coverage area.

Little Map

A LITTLE map with lots of information is KFMJ Tulsa, Okla., way of showing trade its benefits. Map gives primary and secondary coverage areas, returns per 1000 radio homes and information that 23 Oklahoma counties produced at least one piece of mail from each and every post office in that county.

Identify Casey

IDENTIFY "Casey, the KCLO Kid" and win a jackpot of prizes. That was word circulated in Leavenworth, Kan. Five month old KCLO started craze as promotion stunt and citizens of Leavenworth were told that whoever identified local citizen hidden behind rhyming clues would win. Trick angle was fact that "Casey" had to be identified by going up to men and asking "Are you Casey, the KCLO Kid?" Winner was Floyd Arnold who correctly identified August Werley, a car salesman, as Casey.

Figures Featured

FIGURES and more figures, that's theme of WOV New York's promotion folder. Female and numerical figures are used to prove that WOV has largest Italian audience in world, best in programming and 12 point merchandising service and continuing pantry survey. And WOV uses figures to prove its point.

Welcome, Bing

ABC welcomed Bing Crosby back on air for Philco with special half-hour show one week in advance of regular series, titled "The Road to Crosby." One-shot heard on Wednesday, Sept. 22, 10-10:30 p.m. featured Paul Whiteman, ABC music director, and Bernie Green and his orchestra. As an added attraction, Bing was imitated "in Greek and Russian" by Messrs. Ted Kotsoftis and Charles Haywood. "The Groaner" himself will begin his new "Philco Radio Time" series Wednesday, Sept. 29, 10-10:30 p.m.

Lush Giveaways

RADIO'S lush giveaways took ribbing from St. Louis local station KXLW, whose disc jockey-general manager, Guy Runnion, glowingly offers 1923 (or 1924?) Ford Sedan as grand prize on his "3-Alarm Quiz." Hauling prize car around town on trailer hitched to his own car, Mr. Runnion assures curious that sign is serious, acknowledges that jalopy "needs some parts and repairs." Contestants write in date and hour they would like to receive "3-Alarm" telephone quiz calls, must also write qualifying statement to earn chance to win "Grand Prize."

CHML Coasters

CHML Hamilton, Ont., has distributed coasters for use in cocktail bar of Hunting Room of Fischer Hotel, Hamilton. Coasters, in shape of a painter's pallet, carry drawing of fox hunter and hounds, and wording "For Eye-Appeal and Good Taste its The Hunting Room. For Ear-Appeal dial 900 CHML."

Linkletter Benefits

ART LINKLETTER and NBC "People Are Funny" show currently on road playing benefit performances for local charities in four cities. September 28 show will be broadcast from Boston; October 5 from Louisville, Ky.; October 12 from Ft. Worth; and Oct. 19 from St. Louis.

KFEL-FM Welcomed

WITH full page reproduction of GE radio dealers ad, KFEL-FM Denver announced to trade how it had begun broadcasting. And stamped on ad KFEL-FM stated that it welcomes GE radio dealers as sponsors of Denver Bears baseball broadcasts. In addition to ad station sent along baseball score sheet.

Promotion Personnel

MARY ANNE PLETCHER, has joined WJPA Washington, Pa., as promotion manager and news editor.

RED DOFF, free-lance publicist, has taken over KLAC Hollywood publicity, replacing **BILL BUSH,** who resigned because of pressing demands of other clients.

VICTOR ROWLAND, formerly of Mutual-Don Lee Hollywood promotion and publicity department, has joined ABC Hollywood in similar capacity. He replaces **MARTY MARTONE,** resigned to accept position with Associated Press, Los Angeles.

ART SAWYER has joined CBS Hollywood Press Information Department as publicist for KNX. He replaces **FARLAN MYERS** who left to attend New England Conservatory of Music, Boston. Mr. Sawyer until recently was publicity director for Mutual-Don Lee, and before that was staff contract writer for State Department. During war he was with Marine Corps as combat correspondent.

BILL KELLY has been named promotion manager of WCAE Pittsburgh, replacing **JOHN WILKOFF** who has accepted similar position at WCOP Boston. Since his return from service Mr. Kelly has been publicity director and merchandising manager of WCAE.

MIRIAM YLVISAKER, recent graduate of U. of Wisconsin school of journalism, has joined promotion staff of WNAX Yankton-Sioux City.

JEAN LEWIS, MBS midwest publicity writer, is rehearsing for lead role in "Arsenic and Old Lace," soon to be presented by Chicago's LaFollette Community Players.

MAURY BAKER has been appointed advertising, promotion and publicity manager for KGO San Francisco. Mr. Baker who joined station in 1946 replaces **ROBERT F. LAWS,** resigned, to take over post of Western TV advertising manager for Philco Corp.

P. W. PARKER Jr., formerly with Wallace-Davis and Frank Stewart & Co., Houston, Tex., has joined KATL Houston as an account executive.

CAROLINE HARRISON, on leave of absence from WCOP Boston since last November, is back at her desk in promotion, publicity and merchandising office.

LEIGH KAMMAN, former proprietor WLOL's "Swing Club" and an originator of "We Call It Jazz" concerts, St. Paul and Minneapolis, has been named sales promotion manager of KDAL Duluth, Minn.

CAUTION Before Speed safety campaign sponsored by KTUC Tucson, Ariz., is going "great guns" according to station reports. Signs were given to Tucson's sheriff to be placed where they would do the most good. In addition spot radio announcements, window displays and announcements in local papers were used to promote safe driving. Picture shows Sheriff Jerry Martin (l) and Lee Little of KTUC with a safety sign between them.

'RED FEATHER' DRIVE GETS INDUSTRY AID

ALL MAJOR networks and advertising agencies have pledged their cooperation to the Community Chests of America in conjunction with the Red Feather campaigns during October. The drive will be heralded by an all-star show on the four major networks Thursday, Sept. 30, 10:30-11 p.m. In addition to the joint kick-off show, each network is planning a half-hour Community Chest program of its own.

Tom Slater, of Ruthrauff & Ryan, New York, is coordinating the ABC and NBC shows with Charles Barry and Ken Dyke, vice presidents, respectively, of those networks. Bill Spire, of Sullivan, Stauffer, Colwell & Bayles, New York, will work with Davidson Taylor, CBS vice president, and Abe Schechter, MBS vice president. Ted Cott, WNEW New York vice president, is acting as chairman of the non-network affiliated stations group.

Kendall Foster, of William Esty & Co., New York, is in charge of television promotion for the Community Chest campaigns' send-off, and is working with Gray-O'Reilly Television Studios on a series of video film spots.

Salvation Army Show

NATIONAL Headquarters of the Salvation Army, New York, last week reported that its *Adventures in Faith* series of transcribed programs is now being carried by more than 50 stations. The 15-minute open-end transcriptions carry talks by the national commander of the Salvation Army, Ernest I. Pugmire, and are opened and closed by the local commanding officer. Program may be obtained through local Salvation Army.

KBS Boosts Total

KEYSTONE Broadcasting System has announced the addition of 17 new affiliates, bringing its total to 350 outlets. One-station markets in group number 309. New affiliates:

WOOF Dothan, Ala.; WSWN Belle Glade, Fla.; WTAN Clearwater, Fla.; KPST Preston, Ida.; KIND Independence, Kan.; KSLO Opelousas, La.; WMRP Flint, Mich.; WAPF Macon, Miss.; WHOC Philadelphia, Miss.; WABZ Albemarle, N. C.; WCEC Rocky Mount, N. C.; KDIX Dickinson, N. D.; WLBG Laurens, S. C.; WMRA Myrtle Beach, S. C.; KSST Sulphur Springs, Tex.; WHLF South Boston, Va.; WDNE Elkins, W. Va.

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...
Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
Represented by TAYLOR-BOROFF & Co., Inc. • Member of the LONE STAR CHAIN

FCC Actions

(Continued from page 80)

Applications Cont.:

TENDERED FOR FILING

Assignment of License

KBMY Billings, Mont.—Consent to assignment of license to Don C. Foote, John W. Foote, Horace S. Davis, and Rockwood Brown, co-partnership d/b as Billings Bcstg. Co.

CP to Reinstate

WKST New Castle, Pa.—CP to reinstate CP 1280 kc 5 kw DA-N unl.

September 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KANS Wichita, Kan.—License to cover CP change frequency, increase power etc.

WSLS Roanoke, Va.—Same.

WGTM Wilson, N. C.—Same.

KOPR Butte, Mont.—License to cover CP new standard station AMENDED to change name of applicant to Copper Bcstg. Co.

WDLF Deland, Florida—License to cover CP new standard station.

WMDN Midland, Mich.—Same.

License Renewal

Applications for renewal of standard broadcast license filed by: WILE Cambridge, Ohio; WMRO Aurora, Ill.; WOBS Jacksonville, Fla.; WGWG Asheboro, N. C.

AM—1430 kc

Weirton Bcstg. Co. Weirton, W. Va.—CP new standard station 1430 kc 500 w D AMENDED re stockholders.

CP to Reinstate

WKST New Castle, Pa.—CP to reinstate CP which authorized increase power, install new trans. and make changes in DA-N, to be operated 1280 kc 5 kw DA-N unl.

AM—1340 kc

Antelope Valley Bcstg. Co. Lancaster, Calif.—CP new standard station 1340 kc 250 w unl. AMENDED to change name of applicant from Robert A. Campbell and Ray Birch, partnership d/b as Antelope Valley Bcstg. Co. to Robert A. Campbell and Ray Birch, limited partnership d/b as Antelope Valley Bcstg. Co.

Relinquishment of Control

WMAW Milwaukee—Involuntary relinquishment of control of permittee corporation from Myrtie D. Uihlein, deceased, to Clifford A. Randall and Wilke M. Zimmers, individually and as co-executors of estate of Myrtie D. Uihlein.

Modification of CP

WDGY Minneapolis—Mod. CP increase power, change hours etc. for extension of completion date.

KELK Elko, Nev.—Mod. CP new standard station for extension of completion date.

WVNJ Newark, N. J.—Same.

KRAI Craig, Colo.—Same.

License for CP

KVRE Redding, Calif.—License to cover CP new FM station.

License Renewal

Applications for renewal of FM broadcast license filed by: KTFI-FM Twin Falls Ida.; WCTS Cincinnati; WHPE-FM High Point, N. C.; WNBF-FM Binghamton, N. Y.; WSYR-FM Syracuse, N. Y.

FM—103.5 mc

Crookston Bcstg. Co. Crookston, Minn.—CP new FM station (Class B) on 103.5 mc, Channel 278, ERP 3,825 w and ant. height above average terrain 236 ft.

CP to Reinstate

KSL-FM Salt Lake City—CP reinstate old CP to be operated on 100.3 mc, Channel 262, ERP 5,556 kw.

Modification of CP

WEAN-FM Providence, R. I.—Mod. CP new FM broadcast station for extension of completion date. AMENDED to change ERP from 20 kw to 12.1 kw.

WSFM Alleghany, N. Y.—Mod. CP new FM station to change ERP from 43 kw to 43.2 kw, ant. height above average terrain from 800 ft. to 830 ft.

WEAU-FM Eau Claire, Wis.—Mod. CP new FM station to change ERP from 50 kw to 61.4 kw, ant. height above average terrain from 370 ft. to 356.3 ft.

WMIT Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

WIMA-FM Lima, Ohio—Same.

WMAN-FM Mansfield, Ohio—Same.

WGAL-FM Lancaster, Pa.—Same.

WRZE York, Pa.—Same.

WFPG WILL DEDICATE ITS NEW TOWER TODAY

NEW TRANSMITTER TOWER, 408 feet tall and said to be the highest structure in South Jersey, will be dedicated today (Sept. 27) by WFPG Atlantic City when Mayor Joseph Altman smashes a bottle of ocean water against its steel uprights.

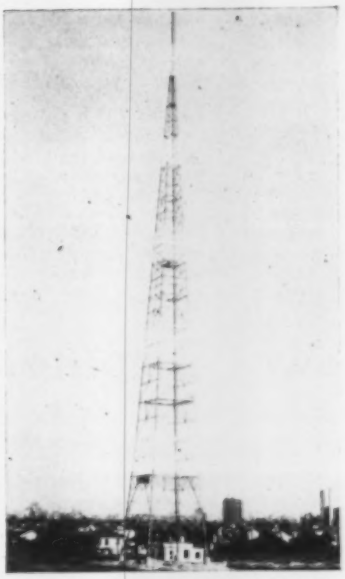
The new tower will replace the ABC affiliate's old structure on Steel Pier and will carry a stronger signal along the coast from Asbury Park to Cape May, at the same time extending the station's inland coverage more than 50%, WFPG reports. Within a month, it also will radiate the station's FM signal with a power of 15.6 kw to listeners within a 60-mile radius.

WFPG is on 1450 kc with 250 w unlimited. WFPG-FM is assigned Channel 256 (99.1 mc). Should WFPG be successful in its pending application for a television license, the same tower and transmitter will be adaptable for video.

Cost of the tower and transmitting plant was $200,000. The tower was built by Blaw-Knox, and is topped by a heavy-duty 4-bay RCA pylon antenna. It was erected by Radio Television and Maintenance Co., Fort Wayne, Ind.

Scheduled to attend the ceremonies today are city officials, local business leaders and sponsors. Greetings will be delivered by John Laux, managing director of the Friendly Group Broadcasting Stations, owners of WFPG; Richard Teitelbaum, board member, and Irving Teetsell, WFPG general manager.

* * *



WFPG's new 408-ft. tower on Absecon Blvd., Atlantic City.

WWOD-FM Lynchburg, Va.—Same.
WMGY-FM Montgomery, Ala.—Same.
WBAB-FM Atlantic City, N. J.—Same.
WSAR-FM Fall River, Mass.—Same.
KSDO San Diego, Calif.—Same.
WMLL Evansville, Ind.—Same.
WFWM Atlanta, Ga.—Same.
WOC-FM Davenport, Iowa—Same.
WELL-FM Battle Creek, Mich.—Same.
KWOW Omaha, Neb.—Same.

WTMJ-TV Milwaukee — Mod. CP new commercial TV station to change aur. ERP from 17.0 kw to 10.2 kw.

WHTM Rochester, N. Y.—Mod. CP new commercial TV station to change ERP from vis. 16.7 kw, aur. 8.7 kw to vis. 21.935 kw, aur. 12.096 kw.

KOB-TV Albuquerque, N. W.—Mod. CP new commercial TV station for extension of completion adte.

WNBK Cleveland—Same.

WBAL-TV Baltimore—Same.

TENDERED FOR FILING

Assignment of CP

WKDN Camden, N. J.—Consent to assignment of CP to South Jersey Bcstg. Co.

Assignment of License

WBVP Beaver Falls, Pa.—Consent to assignment of license to WBVP Inc.

KIST Santa Barbara, Calif.—Consent to assignment of license to Radio KIST Inc.

Transfer of Control

WMIN WMIN-FM St. Paul, Minn.—Consent to involuntary transfer of control from Edward Hoffman, deceased, to Louis A. Shedorsky, Mort Bentson and Marion Newman, executors of estate.

AM—1450 kc

WATO Oak Ridge, Tenn.—CP to change frequency from 1490 kc, to 1450 kc.

AM—990 kc

KFDX Wichita Falls, Tex.—CP increase power from 1 kw-N, 5 kw-D to 1 kw-N 10 kw-D.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO SEPTEMBER 23

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,766	318	---	551	313
FM STATIONS	193	720 [1]	92 [2]	83	39
TV STATIONS	7	116 [3]	---	304	187

[1]404 are on air. [2]27 are on air. [3]24 are on air.

TV APPLICATIONS

Brownsville, Tex.—Brownsville Television Co., Channel 7 (174-180 mc), 2.66 kw visual, 1.33 kw aural, antenna height above average terrain 461 ft. Estimated cost of construction $109,000, first year operating cost $84,000, first year income $70,000. Applicant company is owned 100% by Thomas O. Payne, independent oil producer in South Texas. Filed Sept. 20.

Santa Barbara, Calif.—Radio KIST Inc., Channel 6 (82-88 mc), 1.680 kw visual, 0.840 kw aural, antenna height above average terrain 304 ft. Estimated cost of construction $83,105, first year operating cost $24,000, first year income $20,000. Harry C. Butcher is owner of KIST Santa Barbara and now has an application pending before the FCC for transfer of the license to KIST Inc., in which he will hold all stock. Filed Sept. 21.

AM APPLICATION

Ybor City (Tampa), Fla.—James D. Sinyard, 920 kc, 500 w, daytime. Estimated cost of construction $17,345. Mr. Sinyard is general manager and 50% owner of WHBO Sulphur Springs, Fla. This holding will be disposed of if his application is granted. Filed Sept. 20.

TV Expansion

(Continued from page 72)

that simultaneous color would win out over the sequential or any other method, whereby monochrome set obsolescence would be reduced; sales resistance if the public thought color was coming; and plan could not provide for full competitive color system with limited channels.

Wide geographical spacing of Plan II allocations would allow eventual reallocation for color, Comdr. Craven said. Presently it could provide national integrated monchrome system with communities having as little at 25,000 population getting at least one channel each. Plan II would leave the present operating and under-construction VHF stations substantially the same, as under the Du Mont plan.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., testified Zenith is now producing receivers which "can be made to operate" in both bands. He said Zenith's experience with 6-mc color indicates a "very satisfactory" system can be provided in the UHF and permits economical design of receivers.

Mr. Brown said Zenith recommends that current monochrome standards be used in UHF band which should be allocated in terms of 6-mc channels to allow immediate use. FCC in addition, Zenith believes, should assign suitable color standards using the 6-mc channel with applicants having opportunity to use color or monochrome as they wish.

Sarkes Tarzian, equipment design and development engineer and owner of WTTV (TV) Bloomington, Ind., told FCC the present VHF tuners, costing set makers $13.70 each, will be unsatisfactory in the UHF area but that acceptable units can be made for an additional $18 to the manufacturer and about $50-$60 retail. Concerning converters he said the public has not taken too well to adding gadgets on their receivers but suitable UHF converters could be made for about $29-$35 retail.

George E. Sleeper Jr., vice president and chief engineer of Color Television Inc., outlined technical details of the new method of sequential line-by-line color television which his firm has been developing in San Francisco for two years. An all-electronic system, method employs standard monochrome equipment. Band width is expanded to 12.5 mc. Camera uses single image orthicon tube with multiple image lens and stationary filter system. At the receiver superimposing lenses are used to register three images (red, green, blue), each fluorescing from end of a single cathode ray projection tube onto the projection screen.

At Deadline ...

NBC FLIES TOP TALENT TO SUN VALLEY BANQUET

NEW HIGH in broadcast entertainment for broadcasters attained at NBC's Sun Valley convention. Top Hollywood talent was flown to banquet Thursday night, which ran three hours. Wednesday night there was buffalo barbecue with local cowboy talent. Banquet was directed by NBC's Hollywood administrative vice president, Sidney Strotz, and produced by Homer Canfield and Howard Wylie. Barbecue was planned by John J. Gillin, WOW Omaha, and Walter Wagstaff, KIDO Boise.

Banquet m.c. was Ralph Edwards of *Truth or Consequence* fame, who twitted NBC officials for giveaway ban. He presented gifts to number of broadcasters but immediately recovered them because of NBC's giveaway policy (early Sun Valley story page 23).

Talent included Pat Rino in operatic numbers; Harry Mendoza, magician; Corrina Mura, star of Mexican Hayride; Dick Contino, accordionist; Marina Koshetz, Metropolitan opera star; Abe Burrows, humorist, recently with CBS Dr. Giovanni, sleight-of-hand artist, who frisked President Trammell, Sid Strotz, Harold Burke, WBAL, of their watches, money, suspenders, and vests; and Dennis Day. Music was by Bud Dant.

Gigantic pitch for 1950 convention in Hawaii was made by Lorrin P. Thurston, president of KGU. Orchid leis were flown in from Hawaii and presented to 175 ladies present. Next convention tentatively set for White Sulphur Springs, W. Va., in September 1949.

PROBE DELAY EXPLAINED

DELAY in FCC's investigation of news practices of G. A. Richards stations (KMPC Los Angeles, WGAR Cleveland, WJR Detroit) is due only to complexity of case and "in order to assure that the Commission has all relevant facts and that the persons involved have an opportunity to present such facts," FCC said Friday. Statement was in letter sent to Rep. Arthur G. Klein (D-N.Y.), who had condemned delay (story page 60). Letter released by Rep. Klein's office.

PHOENIX TV APPLICATION

TELEVISION application for Phoenix, Ariz., filed Friday at FCC by T. M. and J. M. Gibbons, co-partners also owning Venice Tram Co. (transportation), Venice, Calif. Request Channel 7 (174-180 mc), radiated power 30 kw visual, 15 kw aural, antenna height above average terrain 1010 ft. Estimated cost $180,-852.07, first year operating cost $96,000, revenue unknown.

EFFECTIVE date for use of modified application forms extended by FCC Friday from Oct. 1 to Dec. 1 because of distribution lag. Revisions were made in June.

TWO TV stations seek FCC authority for commencement of program test commercial operation: WBAP-TV Fort Worth (Sept. 27) and WXYZ-TV Detroit (Oct. 9).

FCC SEES STRATO SHIP

FIVE members of FCC crawled through hatch of B-29 Stratovision plane Friday afternoon to inspect maze of equipment used to transmit TV from sky over area with 500-mile diameter. Chili Nobles, Stratovision inventor, explained technical assembly. Other Westinghouse executives at National Airport, Washington, where plane was parked, included E. T. Morris, John Steen and Ralph Harmon. Commissioners showed interest in Stratovision, asking many questions. In inspection party were Commissioners Hyde, Sterling, Walker, Hennock, Webster.

COY TELLS THEATRE OWNERS TO UTILIZE TELEVISION

MEET television's competitive threat by utilizing it yourselves, FCC Chairman Wayne Coy told Theatre Owners of America at Chicago Saturday.

"Eventually there will be one or more television sets in every one of the 39,000,000 homes of America," he declared, warning that these will be "home theatres" which "will exhibit motion pictures on a scale far surpassing the present rate of theatre showings."

He suggested theatres might negotiate for showing of network shows brought in by common-carrier facilities; might cover local news or sports events with own crews, using coaxial cable or radio relay (if relay frequencies become available); might have local stations televise from theatre stage, and might use TV to promote feature films.

Meanwhile, Marcus Cohn, Washington radio attorney, told theatre owners Friday that an alliance between movies and television is inevitable, but warned that exhibitors must understand "the limitations" of TV programming. He predicted they will find it increasingly difficult to get rights to telecasts for their theatres.

NAB CHANGES RULES

ATTORNEYS and engineers no longer eligible for NAB associate membership under plan adopted in board referendum but they are eligible to subscribe to NAB publications.

FCC Lottery Power Disputed in Briefs

SEVEN briefs opposing FCC's proposed lottery rules filed at Commission Friday, final day for filing. Submitting briefs were NAB, CBS, NBC, ABC, Radio Features, WGAC Augusta, and Arthur W. Scharfield.

Justice Dept. in letter to FCC has declined requested comment on proposed rules under Criminal Code but added, "In our view, however, the recodification of 47 U.S.C. 316 will result in no change in the existing procedure for the investigation and prosecution of violations of this statute."

NAB takes no position on merit of giveaways but challenges Commission's right to issue proposed rules. It argues FCC is proposing to take over function of Dept. of Justice and courts; that since programs are not illegal, FCC would be interfering with right of free speech under Section 326 of Act; and reminds that NAB's Standards of Practice provide that broadcasts designed to "buy" audience should be avoided.

ABC, whose *Stop the Music* is fully sponsored weekly hour and most popular of big giveaways, asserts FCC has neither jurisdiction nor authority to issue any rule under Section 316 of Communications Act prior to its repeal; that repeal of Section 316 and enactment of comparable provision against lotteries in Section 1304 of Criminal Code make it clear Congress has not given FCC jurisdiction in lotteries; that FCC has no jurisdiction to adopt proposed rule under any other statutory provision, and that proposed rule does not properly interpret Section 1304 of Code.

Radio Features, Chicago, contends company's transcribed telephone quiz show, *Tello Test*, has no bad effect on public morals. Brief says view of lottery provision of Criminal Code taken by "draftsmen of proposed rules is clearly in error."

Yankee Network outlets and 34 other U. S. stations said to carry *Tello Test*. Use of mails to promote program does not violate federal postal laws, firm says, citing letter from Ray C. Frank, acting solicitor, Post Office Dept., to that effect. Brief includes modified proposed rules which would allow prize programs in which "genuine tests of knowledge or skill" were employed.

NBC contended problems posed by [giveaways] . . . can be solved by the industry itself through self-regulation such as that contained in NAB's code. Network said it "would welcome . . . definite standards for determining in advance whether . . . programs fall within statutory ban" (see story page 23).

CBS filed 48-page legal brief supporting its claim that FCC lacks authority to issue giveaway rules, but did not discuss merits of proposed regulations.

Informal protest sent by J. B. Fuqua, vice president-general manager WGAC Augusta, Ga., says FCC action is "unnecessary and undesirable."

Attorney Arthur W. Scharfeld argues giveaway programs are not lotteries under the law and cannot legally be banned as such. He contends essential elements of lottery do not appear in most such programs and points to reluctance of Dept. of Justice to prosecute.

Closed Circuit

(Continued from page 4)

to other markets. Newspaper test campaign in Northwest started last August. Agency, Bozell & Jacobs, Minneapolis.

AFTER TOYING with several what-to-do-next ideas since expiration of his FCC commissionership last June 30, Clifford J. Durr is about ready to announce opening of Washington law practice, including radio law.

PLANS NEAR completion for expansion of Canadian station representation firm to represent number of U. S. border stations carrying Canadian advertising. Understood some business has already been placed on American border stations.

SULLIVAN, Stauffer, Colwell & Bayles, New York, planning to start television department with Dick Uhl, now director of several shows in Hollywood office, moving to New York as television head.

BUT NOT THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE'S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

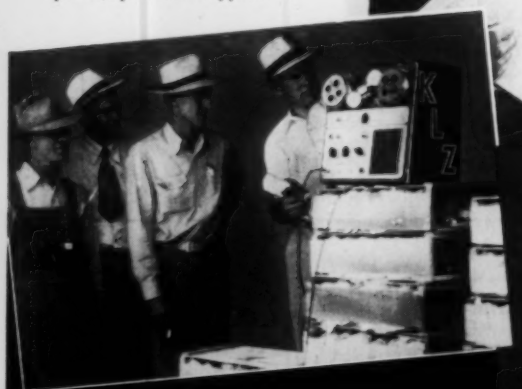
Part of the Colorado Scene

PEACHES. One of the outstanding peach growing areas of the world is located on Colorado's western slope. During the picking season just ended, nearly 2,000,000 bushels of large, golden, meaty Colorado peaches were shipped to all parts of the U. S. Rigid inspection, right, controls the grading and reputation of Colorado peaches. The state is also high in production of pears, cherries, plums, apricots and apples.

CANNING INDUSTRY. From June to mid-November, several million cases of "sky-grown" fruits and vegetables will have moved out of Colorado's canneries. In addition to those canned, preserved, frozen and pickled, Colorado ships more than 32,000 carloads of fresh fruit and vegetables to all parts of the U. S.

Colorado's fortunate combination of soil, climate and altitude produces fruits and vegetables of premium flavor and quality, rich in mineral and vitamin content.

The growing and canning of fruits and vegetables is another one of the many and diversified industries which are part of Colorado's economic scene and which add up to basic stability and continuous business health in the Rocky Mountain region.



KLZ FARM REPORTER. Prominent in the Colorado agricultural scene is Lowell Watts, KLZ's Farm Reporter. He is shown above interviewing workers in a packing house during the busy peach picking season. Watts was recently selected one of the country's most popular farm reporters in a poll conducted by editors of Radio Best.

klz

DENVER

CBS Affiliate 560 Kilocycles

Affiliated with Mutual Broadcasting System Inc. Owned and operated by The Colorado Radio Corporation, KLZ, Colorado City

Represented Nationally by The Katz Agency Inc.

PRINTED IN U.S.A.